

UNIVERSITY MICROFILMS
315 NORTH FIRST ST.
ANN ARBOR, MICH.

february 1957

50¢ per copy

\$3 per year

Manufacturers record

THE INDUSTRIAL SOUTH AND SOUTHWEST

New Jet Engine Blade Plant	p. 10
\$100 Million Industrial District	p. 14
State Chambers Aid Industry	p. 28
Charlotte—Center of the Piedmont ..	p. 31
Air Conditioning in the South	p. 51



Executives of Tom Huston Peanut Company play president for a day. Read about this progressive program on page 25.

Write for your free copy today!



NEW! Valuable Information on Sulfuric Acid in this big, fact-packed data book...

36 pages of helpful technical data—including material not available elsewhere!

Here—from America's foremost producer of Sulfuric Acid—is one of the most helpful technical bulletins ever offered on this vital basic chemical. It provides a wealth of carefully

selected data which years of consumer contact have proved to be most useful and most frequently required.

In addition to interesting background information, this fact-packed bulletin covers such pertinent topics as physical properties . . . storage and handling methods and equipment . . . methods of analysis, etc. Included are

many tables, charts and graphs on Sulfuric Acid and Oleum, some of which are not available elsewhere.

Write for your copy, now!

No user of sulfuric should be without this valuable technical bulletin! We will be glad to send you a free copy. Use company letterhead, please, when you request it.

Basic Chemicals for
American Industry



GENERAL CHEMICAL DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

manufacturers record

THE NEWSMAGAZINE OF SOUTHERN
SCIENCE AND INDUSTRY—EST. 1882

Volume 127 February 1957 Number 2

BPA

Issued monthly, except semi-monthly in May (13 issues a year), by Conway Publications. Editorial and business office, Conway Building, North Atlanta 19, Ga. Publication office, 109 Market Place, Baltimore 2, Md. Official publication of the Southern Association of Science and Industry, Inc.

H. MCKINLEY CONWAY, JR. Editor and Publisher

Jouett Davenport, Jr.Managing Editor
Josie LuccheseEditorial Asst.
Dorothy H. DunnEditorial Asst.
Beth FriedmanChief Researcher
Guy H. TuckerAdv. Research Dir.
Carol B. WatsonAdv. Asst.
John FulfordCirculation Mgr.
Joyce LangleyCirculation Asst.
R. K. ConwayBusiness Mgr.
Helen HarperBusiness Asst.

OFFICES AND REPRESENTATIVES

BALTIMORE — Harold L. Sorrell, Production Manager, 109 Market Place, Tel. Lexington 9-7065.

CHICAGO — Harley L. Ward, Inc., Advertising Representatives, 360 N. Michigan Avenue, Tel. Central 6-6269. Douglas H. Donohoo and Ed Crilly, Representatives.

LOS ANGELES — Duncan A. Scott & Company, Advertising Representatives, 2978 Wilshire Boulevard, Tel. Dunkirk 8-4151. Peter Schulz, Representative.

NEW YORK — A. B. McClanahan, Advertising Representatives, 295 Madison Ave., N. Y. Tel. LExington 2-1234.

ORLANDO — Charles Layng, Associate Editor and Executive Representative, 714 Oak Avenue, Tel. 2-3244.

SAN FRANCISCO — Duncan A. Scott & Company, Advertising Representatives, Penthouse, Mills Building, Tel. Garfield 1-7950. Cyril B. Jobson, Representative.

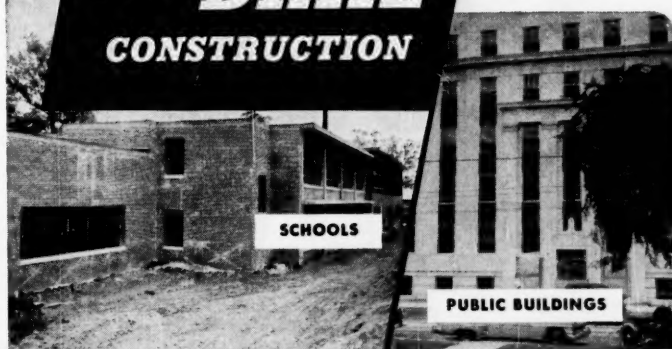
WASHINGTON, D. C. — Caldwell R. Walker, Washington Correspondent and Associate Editor, 2415 E. Street, N. W., Tel. District 7-3727.

A subscription to MANUFACTURERS RECORD is included in the dues of all members of SASI. The subscription rate for libraries or non-members is \$3 per year in the U.S.A. and possessions, \$4 to other countries. Single copies 50¢, back numbers \$1. Entered as second class matter at Baltimore, Md. under the act of March 3, 1879.

Subscribers to the RECORD receive without additional cost the annual SOUTHERN INDUSTRIAL DIRECTORY and the BLUE BOOK OF SOUTHERN PROGRESS when issued. Other Conway Publications include INDUSTRIAL DEVELOPMENT, the national magazine of area analysis and business site selection, and the SITE SELECTION HANDBOOK. All correspondence should be addressed to Conway Publications, North Atlanta 19, Ga.

Guaranteed minimum circulation 10,000 Copies
Copyright 1957 by Conway Publications

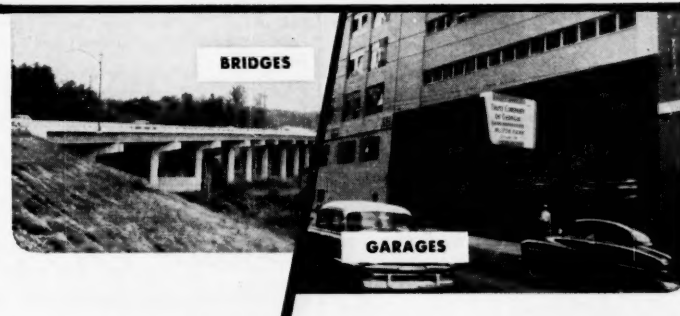
FOR DIXIE CONSTRUCTION



DIXISTEEL

TRADE MARK

FABRICATED CONCRETE REINFORCING BARS



FABRICATION

THAT BUILDS SATISFACTION

The entire construction trade—from contractor to the man who places the bars — has found it profitable to specify and use DIXISTEEL Concrete Reinforcing Bars . . . fabricated at the mill to exact specifications.

Basic bars are hot-rolled from high-quality steel. They are fabricated with the utmost precision, to save valuable time on the job.

Call us in on your next job and see why it pays to do business with DIXISTEEL.

● QUICK, ACCURATE ESTIMATES

● COMPETENT ENGINEERING AID—

DETAILING AND BILLS OF MATERIAL

● RAPID, DEPENDABLE SERVICE

● COMPLETE, ADEQUATE STOCKS

Also headquarters
for welded wire
mesh and bar
supports.

FABRICATING DIVISION
Atlantic Steel Company

PO Box 1714, ATLANTA 1, GEORGIA — TRinity 5-3441



For the top three floors of the beautiful new Socony Mobil office building in New York City, we furnished more than 40,000 sq. ft. of perforated stainless steel wall panels.

from Sky Scrapers to Spin Driers and Juke Boxes

What do you require in Perforated Metal?

Already there are thousands of established applications and new requirements are developing every day . . . in such fast growing fields as Air Conditioning, Atomic Energy, Aviation, Chemical Processing, Electronics, Household Appliances, Noise Control, Smoke Abatement, Space Heating, etc.

We produce metal sheets and parts with any desired type or size of perforations and have hundreds of specialized tool arrangements . . . to assure prompt, accurate service at competitive cost. Catalog 39 contains complete working data and shows many interesting applications in its 32 large illustrated pages. Write, today, for a free copy.

DIAMOND MANUFACTURING CO.
Box 42 WYOMING PENNA.
(Wilkes-Barre Area)

West Coast Plant, Diamond Perforated Metals Co.
17915 So. Figueroa St., Gardena, California
Los Angeles Area

LETTERS

SIRS: Two of your subscribers to the MANUFACTURERS RECORD in this area have already called our attention to the cover of your December, 1956, issue which features the Charleston County Planning Board.

We would like to order two dozen copies for distribution to Planning Board members, County Council and miscellaneous fans.

Although I have not had a chance to study the issue carefully, I would like to thank you for the compliment you have paid us in using this picture. . . .

W. C. Dutton, Jr.
Director of Planning
County of Charleston
Charleston, South Carolina

SIRS: I am attaching hereto a check to cover subscription to MANUFACTURERS RECORD for the year 1957. I would also appreciate a copy of the *Southern Industrial Directory*, *Blue Book of Southern Progress* for 1955 and '56, and such other literature as you may have concerning southern progress.

After the War Between the States, for many years the old "economic cow" had her head in the South and her udder in the North, and we in the South were feeding her, and the North was doing the milking.

The tide in the past years has turned, thanks to the good Lord and His blessings bestowed upon the most promising section of the U. S., and now "our" promise and chance for progress in the years to come are unlimited. . . .

Zalph A. Rochelle
2106 University Drive
Durham, North Carolina

SIRS: May I offer my congratulations on

the new position of Jouett Davenport, Jr. In reading the MANUFACTURERS RECORD, I could not help but think at Christmas time how indebted we in the Southern Division are to Mr. Davenport for his wonderful coverage of the different stories brought into our community by many NAM leaders. We have certainly missed his column in *The Atlanta Journal*; however, will be looking forward with interest to his writings in his new position.

If the association can ever serve you in any way, please feel free to call upon us.

Sam Berry
Division Manager
National Assn. of Manufacturers
Southern Division
Atlanta, Georgia

SIRS: Effective January 3, 1957, please mail your publication to me at the following address: Herman E. Talmadge, Senate Office Building, Washington, D. C.

Herman E. Talmadge
(U. S. Senator from Georgia)

SIRS: Please enter a subscription for me to MANUFACTURERS RECORD. My check for \$3 is attached. You sent me a copy of the *Blue Book of Southern Progress* last July. If there is now a later edition I would like to have a copy.

Guy B. Arthur
P. O. Box 747
Daytona Beach, Florida

► The 1957 edition of the *Blue Book and Southern Industrial Directory* will be released in May, and all subscribers to MANU-

Since 1919 . . .

DESIGNING AND BUILDING SPECIAL MACHINERY AND MACHINE PARTS

For 37 years West Engineering has ingeniously designed and built special machinery and machine parts to solve manufacturing and production problems of U. S. and foreign industry. Sturdiness, accuracy, and dependability are built-in features of West built machinery.

West Engineering's designing and building experts can solve your machinery problem. Phone collect, or write for complete information.

west

Dept. R, Vawter Ave.
on C & O Ry.
Richmond, Virginia
7-3057



LETTERS

FACTURERS RECORD will automatically receive a copy.

SIRS: The following statement reportedly appeared in a recent issue of the MANUFACTURERS RECORD as part of an interview with Lem R. Boulware of General Electric Company. . . . "A new industry employing only 150 men would mean an average plant investment of \$200,000 and provide an annual payroll of \$500,000. It would also serve as the major support for 33 retail establishments, maintain a 22-room school with 18 teachers, and be the means of support of approximately 1,000 people. It would also mean sales and services for 400 automobiles, \$1,000,000 annually for the railroads, opportunities for 24 professional men, a taxable valuation of \$2,500,000, yearly markets for \$250,000 in agricultural products, and an annual expenditure in trade of \$500,000." We have been trying for several years to track down the source of this statement and check its validity as to source and estimate. Could you shed any background information light on the source and accuracy.

Gwyn Thomas
Public Relations Director
Manufacturers Association
of Syracuse, N. Y., Inc.

► A more recent analysis of this type was published recently in our companion publication, INDUSTRIAL DEVELOPMENT. Copy on request.

SIRS: In looking through the Texas section of the 1956 edition (of the Blue Book)

we have noted an error which we thought you would wish to correct in the 1957 edition. On Page 97 under "Austin, Texas," Calcasieu Lumber Company is listed as "Calcasier." Incidentally, we were not able to locate M-H Equipment Company in the Dallas listing.

J. R. Bowen
Admin. Vice President
M-H Equipment Co., Inc.
Dallas, Texas.

SIRS: We understand you put out the MANUFACTURERS RECORD, which among other information furnishes a new plant summary, this summary telling of plants that are contemplated or have recently opened up. We would like to get as much information as possible on this and will appreciate hearing from you accordingly.

Sydney L. Hirsch Company
6020 Euclid Ave.
Cleveland 3, O.

► In the New Plant Summary we list the names of projects which are being planned, are under construction, or are already completed. We do not include expansions of existing plants. We report new plants as soon as they come to our attention. As soon as we receive notice of new plants, we list and send them to various state agencies which assist us by verifying them. We print all the information available to us about these plants. Whenever possible, we state whether they are under construction or completed, giving estimated dates of when the project will be completed, or when operations will begin.

1907—50th ANNIVERSARY—1957



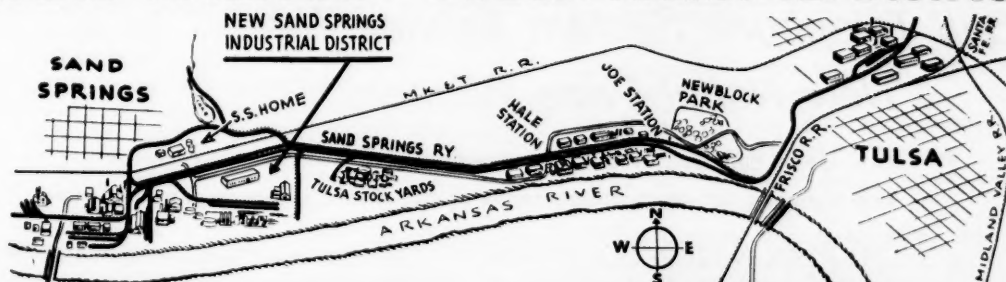
ALUMINUM •
BABBITT • PIG LEAD •
BRASS INGOTS • PIG TIN •
LEAD ALLOYS • TIN ALLOYS
• TYPE METALS • SLAB ZINC

Your inquiries
will have our prompt attention—
write to:

HYMAN VIENER & SONS
P.O. Box 573
Richmond 5, Virginia
Dept. MR

VIENER METALS

Nearly 100 Industries Selected Oklahoma's SAND SPRINGS—TULSA Industrial District!



WHO THEY ARE . . .

Commander Mills, Inc., South West Box Co., Kerr Glass Mfg. Corp., American Smelting and Refining Co., Southwest Porcelain Steel Corp., Pedrick Laboratories, Inc., Orbit Valve Co., National Tank Co., Frank Wheatley Pump and Valve Mfr., Lock Joint Pipe Co., General Paint Corp., American Steel and Wire Co., Bethlehem Steel Co., Lincoln Electric Co., Southwest Steel Corp., Standard Magnesium Corp., Standard Aluminum Co., Enardo Mfg. Co., Sheffield Steel Corp., The Boardman Co., Youngstown Steel Products Co., Mo-Vi, Inc., Boyles Galvanizing Co., Stanley Home Products Co., Santa Fe Engineering and Equipment Co., The Fibercast Corp., Graver Tank & Mfg. Co. and many others.

WHAT THEY MAKE . . .

Products manufactured and distributed in the national market (many of them exported) by the Sand Springs-Tulsa area companies include Textiles, Fruit Jars, Corrugated Boxes, Zinc Products, Steel, Electric Fixtures, Chemicals, Canned Foods, Janitor Supplies, Meat Products, Petroleum Products, Dog Food, Porcelain Enameled Steel, Paints and Varnishes, Building Materials and many others.

WHY?

FACTORY SITES • TRACKAGE • WAREHOUSES • ABUNDANT WATER
• NATURAL GAS • ELECTRIC POWER • SATISFACTORY LABOR-LIVING
CONDITIONS • COMPLETE BELT-LINE FREIGHT SERVICE — Direct connections with Frisco, Santa Fe, Katy and Midland Valley Railroads.

Write for Complete Information

SAND SPRINGS HOME INDUSTRIAL DEPT., SAND SPRINGS, OKLA.



(Left to right) Dr. John Bardeen*, Dr. William Shockley* and Dr. Walter H. Brattain, shown at Bell Telephone Laboratories in 1948 with apparatus used in the early investigations which led to the invention of the Transistor.

Bell Telephone System Salutes Three New Nobel Prize Winners

**Drs. John Bardeen, Walter H. Brattain and William Shockley
are honored for accomplishments at the Bell Telephone Laboratories**

The 1956 Nobel Prize in Physics has been awarded to the three inventors of the Transistor, for "investigations on semiconductors and the discovery of the transistor effect."

They made their revolutionary contribution to electronics while working at Bell Telephone Laboratories in Murray Hill, N. J. Discovery of the Transistor was announced in 1948. We are proud to have been able to provide the environment for this great achievement.

This is the second Nobel Prize awarded to Bell Telephone Laboratories scientists. In 1937 Dr. C. J. Davisson shared a Nobel Prize for his discovery of electron diffraction.

Such achievements reflect honor on all the scientists and engineers who work at Bell Telephone Laboratories. These men, doing research and development in a wide variety of fields, are contributing every day to the improvement of communications in America.

*Dr. Bardeen is now with the University of Illinois, and Dr. Shockley is with the Shockley Semiconductor Laboratory of Beckman Instruments, Inc., Calif.



BELL TELEPHONE SYSTEM

During the next decade our national stock of industrial plant and equipment must be increased by between 40 and 50 per cent if it is to continue to grow in accordance with historical trends.

This growth will be necessary just to meet needs of the increasing population and to maintain our standard of living.

In order for this expansion in productivity to be accomplished, there will be required a progressively increasing annual investment up to an average of \$65 billion. That would be almost half again as much as the record amount invested in 1956.

Where is the money coming from? Since the current period is annual income tax settle-up time, it may be well to look again at the present tax pattern and to consider its effect upon future developments.

For example, are present tax laws curtailing the formation of investment capital, restricting industrial development and contributing to inflation?

Savings Needed

According to United States Steel Board Chairman Roger M. Blough, there is strong evidence that this is so. In a speech made last month, the steel executive observed that individual savings must be maintained at the rate of eight per cent of disposable income if capital is provided for the needed future industrial expansion. Yet, he declared, such savings have not been accumulated at this rate for the past four years.

As to profits from which corporations derive "savings" for reinvestment in plant and equipment, Mr. Blough said they had declined by 5.4 per cent between 1950 and the fourth quarter of last year. At the same time, the national income increased 41 per cent and compensation of employees climbed by 54 per cent.

Under present depreciation provisions of tax law, he added, a steadily increasing amount of reported profits must be used to replace worn out plant and equipment. This leaves a steadily diminishing amount to finance expansion and to attract new savings and investment.

Study Suggested

In view of all this, it was suggested that the executive and legislative branches of the Federal Government join in bringing about a "realistic and non-partisan" determination of whether:

1. Present income tax rates are discouraging investment risk-taking by individuals and groups possessing the greatest capacity to do so.
2. Present taxes are providing the broadest possible tax base, designed to yield maximum revenues with a minimum of restraint on economic growth.
3. Double taxation does not discourage savings and

investment by persons in lower income brackets.

4. The depreciation provisions of tax law are not restricting sound development of industry.

Any action that the Government might take in this direction will come about largely, of course, as a result of how strongly the nation's citizenry pushes such action.

Balanced Budget?

Note that President Eisenhower has again proposed a balanced budget for the Federal Government. But, it is a fact that the appearance of budget surpluses in the past two years has not been brought about by economy and reduction of expenditures. Rather, it has been the result of increased yields in taxes and revenues.

All indications are, too, that there is little reason to believe the past tendency for actual budget figures to rise considerably above original estimates will be changed during fiscal 1958.

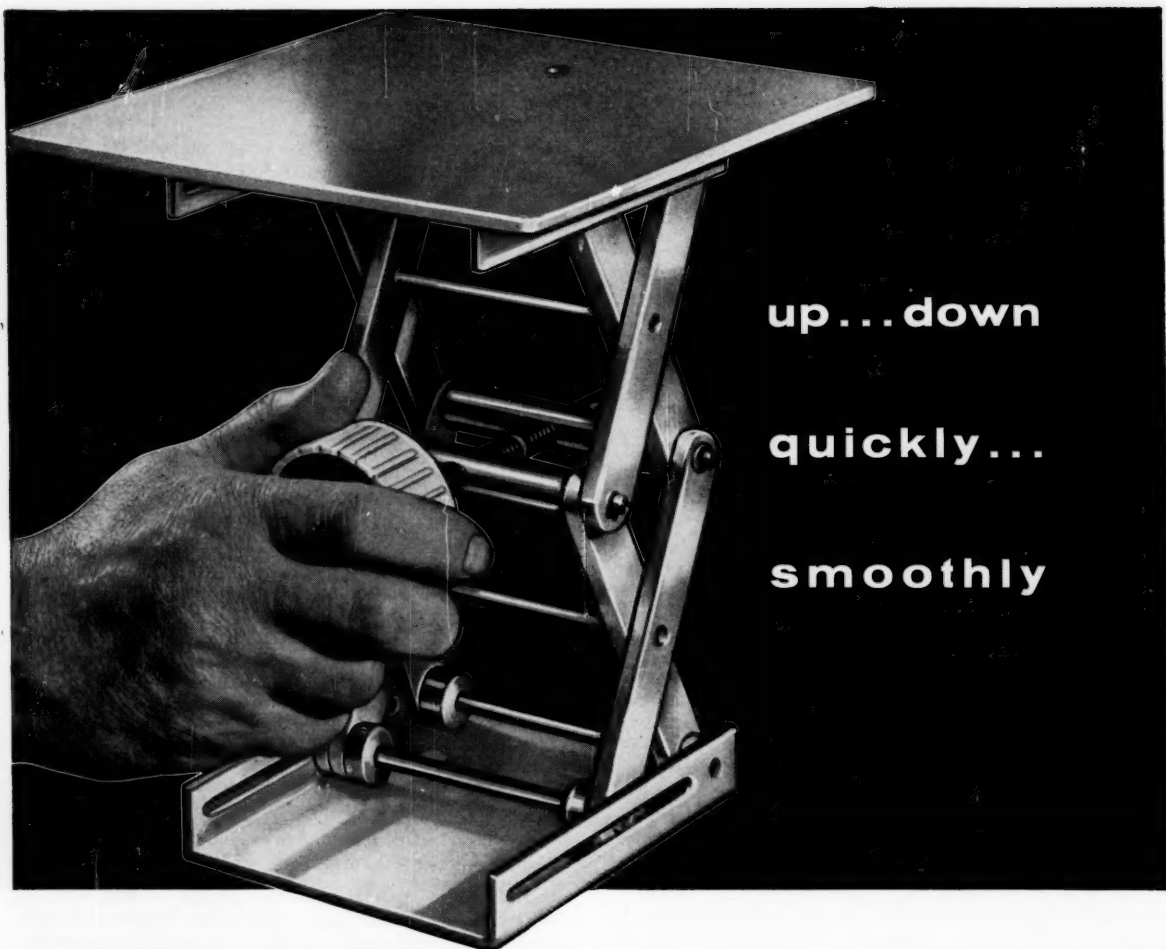
Thus there is a need for you business and industrial leaders, as advocates of constructive economy, to help point the way to prudent elimination of wasteful, undesirable and needless expenditures on the part of the Federal Government.

What to Do

Here is what the Chamber of Commerce of the United States suggests that you can do to help cut the budget:

1. Get on record for economy—you, your local chamber and other civic organizations.
2. Organize special economy groups—within existing organizations or separately—and collect budget materials, study them, and make specific or general recommendations for economy.
3. Speak up for economy. This can be done through written articles, speeches, letters and in your own general conversation.
4. Oppose Treasury raids by self-interest groups. Aid your Congressman in resisting them.
5. Take firm stands against any spending proposals that appear to be non-essential.
6. Protest waste of tax money by government agencies to the Bureau of the Budget, the Congress, and to the daily press and other influential publications.
7. Make a special effort to inform your Congressmen and Senators of your views on economy, and take the trouble to congratulate them on work that is well done.
8. Talk personally with your Congressmen and Senators about specific cuts whenever the opportunity arises.
9. Anytime election time comes around, vote for economy both at the local and national levels.
10. Work vigilantly for economy all the year around.

J. D.



up...down

quickly...

smoothly

Prepare your precision set-ups the simple, easy way

with **LAB-JACK®**

This all-purpose general utility support is quickly adjustable through an elevation range of 7 inches and will support up to 100 lbs. weight. It operates smoothly without jolts or jerks . . . saves time . . . prevents breakage . . . insures precision . . . particularly useful in isotope research. Ideal for supporting hot plates, oil baths, large Dewar flasks, ground joint glassware, receivers, etc.

The Cenco-Lerner Lab-Jack is made of aluminum and stainless steel with large plastic control knob. Top plate, 5½" x 4¾". Included also is an 8" x 8" auxiliary top plate and support rod for use when larger area is required.

No. 19089 Lab-Jack complete **\$35.00**

Ask for circular No. 1213

CENTRAL SCIENTIFIC COMPANY

3232 WEST ELEVENTH AVE., NORTH • BIRMINGHAM 4, ALA. • PHONE: 54-2433

BRANCHES AND OFFICES—CHICAGO • MOUNTAIN SIDE, N. J. • BOSTON • DETROIT • LOS ANGELES

SANTA CLARA • TORONTO • MONTREAL • VANCOUVER • OTTAWA

REFINERY SUPPLY COMPANY—TULSA • HOUSTON



DIRECTED BY

Richard Edmonds...1882-1930
Frank Gould1930-1943
William Beury ...1943-1955
McKinley Conway...1956-

MANUFACTURERS RECORD

(IN REVIEW)



FEBRUARY 1884

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

Attention

Our readers will confer a favor upon our advertisers and upon us, as well as benefit themselves, if, whenever they write to anyone advertising in this paper, if it is only for a catalogue, they mention that "your advertisement was seen in the Baltimore MANUFACTURERS' RECORD." A careful compliance with this request will be much appreciated.

Correspondence relating to the manufacturing, mining, lumbering and all other material interests of the Southern States is solicited. We invite those interested in the development of the South to make free use of our columns. Reaching so many capitalists in all parts of the United States seeking profitable investment in the South, the MANUFACTURERS' RECORD offers an excellent chance for the people in that section to place the advantages of each locality before those likely to be interested. We will take great pleasure at all times in telling what has been accomplished in the South, and showing up the opportunities of doing still more—so if you desire to attract immigration or capital, or if you know of an opening for profitable investment in manufacturing, mining or kindred pursuits, write us an account of it.

Price of Corn

Corn is selling in some parts of Georgia at \$1.15 per bu. on credit, with 8 per cent interest. So long as Southern farmers continue to raise all cotton and pay such enormous prices for their supplies it is hopeless for them to look for any improvement in their financial condition. Fortunately, many farmers in the South have seen this, and are turning their attention to diversified agriculture.

Big Development

Mr. H. I. Kimball, of Atlanta, has a large scheme on hand for building a suburban city near Atlanta. His idea is to get a million of capital, and spend half of it in paying for 400 acres of land and certain improvements thereon, \$50,000 for a park, \$150,000 for a mile of street, paved and graded, \$50,000 for central stand pipe for water works, electric light and heat, 15 houses for \$10,000 each, or \$150,000 to start with, making an initial outlay of \$400,000. Men of capital are willing to invest in the scheme. He refers to a similar scheme near Chicago that cleared the investors and incorporators two millions in three years.

No Credit

The last issue of the Boston Cotton, Wool and Iron had no less than nine items of news taken from the Baltimore MANUFACTURERS' RECORD without a word of credit in

any case, and this is only a sample of their way of doing things lately. Since the retirement of Mr. Pray from Cotton, Wool and Iron, the course of that paper seems to have been downward.

New Orleans Exposition

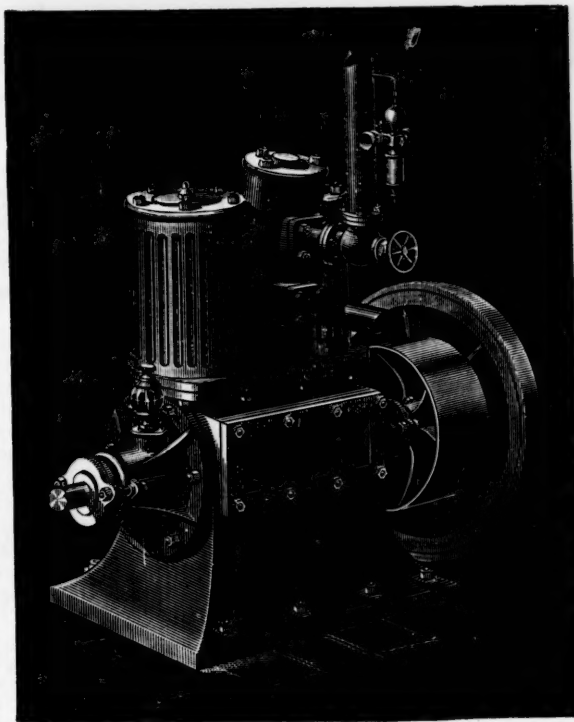
An effort is being made to induce Congress to appropriate not less than \$10,000 for each State and Territory in the Union,

to be expended in collecting, preparing and transporting full state exhibits for the New Orleans Exposition, and a further appropriation is also requested of not less than \$200,000 for aiding in the construction of suitable buildings for these state exhibits. As the United States Government has officially endorsed the New Orleans Exhibition, and advertised it to the world, it is essentially important that it should give substantial aid to this most important undertaking.

THE Westinghouse Automatic Engine

Over 600 Engines Now in Use. Average Sales, 1,200 H. P. Per Month.

[REAR VIEW, WITH ONE FLY-WHEEL REMOVED.]



The Westinghouse Automatic Engine has no equal in sensitive and close regulation, low cost of maintenance and general convenience; and in all other essential features of a First-Class ENGINE it is guaranteed to have no superior.

Occupies the least space and saves half the cost of foundations. All sizes built strictly to gauge and parts interchangeable. Every engine tested to full power before leaving the shop. Our Engines are largely used in cotton, silk, hosiery and woolen factories; paper mills; rolling mills; oil mills; saw and planing mills; grist and roller

mills; plaster mills; stamp mills; for cotton ginning; electric lighting; draining and irrigation; and as a relay to deficient water power; also for fast steam yachts and tugs. Especially adapted to coupling direct to line shafts, roll trains, beaters, and all kinds of special machinery. Send for Illustrated Circular and reference list, and state the horse-power required. Our prices are moderate.

The Westinghouse Machine Co., Pittsburg, Pa.

Address, if more convenient, our following Branch Offices:

94 Liberty St. New York. 14 S. Canal St. Chicago. 401 Elm St. Dallas, Texas.



Shown above is the engineering drawing room of the Rust Engineering Company's Birmingham office. This drawing room, which houses 150 men, is the largest of its kind in the South. Optimum lighting of 100 foot-candles intensity is provided for the meticulous work done here. Music is piped throughout the room through speakers which also serve as a public address system.

NEW QUARTERS OCCUPIED BY RUST ENGINEERING CO.

BIRMINGHAM. Rust Engineering Company here recently occupied a new office building which has an engineering drawing room that is the largest of its kind in the South.

All of Rust's Southern operations are housed in the new quarters. With more than 30,000 square feet of floor space, the new building accommodates a work force of 220 persons.

Including land, building and equipment, the new project cost an estimated \$400,000.

The drawing room houses 150 men. Optimum lighting of 100 foot-candles intensity is provided for the meticulous work done there, and the reproduction section has two blueprint machines capable of turning out hundreds of prints a day.

Most of the projects handled by the Birmingham office of Rust are scattered throughout the South. Thus communi-

cation plays an important part in the daily operations of the organization, and the most advanced systems are required to handle traffic.

This includes two telephone switchboards, a teletypewriter, and a telephone Desk-Fax. There is also a Dictaphone system that is interconnected with the telephone system which enables anyone to dictate correspondence simply by picking up the telephone and dialing this service.

Beckman Instruments Acquires Watts Firm

RONCEVERTE, W. VA. Beckman Instruments, Inc., has announced the acquisition of Watts Manufacturing Co., Inc., Ronceverte, W. Va., manufacturer of a new, continuous-action gas chromatograph, an analytical instrument destined for an increasingly im-

portant role in modern industrial process control.

Dr. Arnold O. Beckman, founder-president of the Fullerton, Calif., instrument firm, said the transaction involves all the physical assets of the Watts Company. Terms were not disclosed. In addition to the gas chromatograph, Watts manufactures temperature test stands for jet engine development and automatic flaw detectors for the textile industry.

Dr. Beckman said the new gas chromatograph provides a simple, reliable method for analyzing gas streams in the chemical and petroleum industries. The instrument was developed by the Special Instrumentation Department of Carbide and Carbon Chemicals Co., a division of Union Carbide and Carbon Corp., at South Charleston, W. Va., in cooperation with Watts Manufacturing Co. It is being manufactured under license from Union Carbide and Carbon Corp.

Dr. Beckman said J. Stuart Watts, founder-president of Watts Manufacturing Co., Inc. will remain on the staff as resident manager of the Ronceverte plant.

Clary Corporation Will Open Another Manufacturing Unit

SEARCY, ARK. Another major factory will be opened by the Clary Corporation, according to an announcement by Hugh L. Clary of San Gabriel, Calif., president of the company.

Mr. Clary said that under the new expansion program, production lines for adding machines and cash registers will be transferred from the San Gabriel plant of the company to Searcy. A factory for initial production here will be ready in May.

Some 50 miles northeast of Little Rock, Searcy is in a rapidly developing industrial region of the Southwest.

Moving of production lines will be done gradually in order that there will be no dislocation of the Clark work force, the announcement said. The Searcy plant will be about one-third the size of the San Gabriel factory and will incorporate the most modern facilities for adding machines and cash registers. It will be leased and will not involve any capital outlay by the company.

Mr. Clary said the 1957 outlook for all divisions of his company is exceptionally bright, with a sharp upturn in sales anticipated as new products are put into production.

Magnolia Petroleum Expanding Refinery

BEAUMONT, TEXAS. A crude oil distillation unit capable of processing about 100,000 barrels of crude daily will be built by Magnolia Petroleum Company.

Officials said the new unit represents an addition, amounting to several million dollars, to the expansion program begun at the Beaumont refinery of the company in 1955.

It is planned that construction will be started this spring, and completion is expected by mid-1958.

The new unit will turn raw oil into unfinished butanes, gasolines, kerosenes, gas oils and lubricants. The new process is not expected to increase the over-all capacity of the refinery, and it will be designed to replace eventually smaller crude units.

W



See Crispin For Quality STEEL MILL PRODUCTS



Bars
Structurals
&
Specialty
Steel



Plastering
Channels & Studs
Cold Formed
Sections
•
Pipe &
Fittings

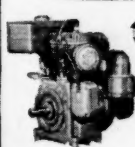


All Wire
Products —
Fencing —
Screws —
Nuts — Bolts

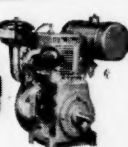


BANK OF COMMERCE BLDG., HOUSTON • 302 MAGAZINE ST., NEW ORLEANS

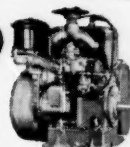
Your customers get all the
POWER
they pay for... All the time when you specify
WISCONSIN Heavy-Duty
Air-Cooled ENGINES



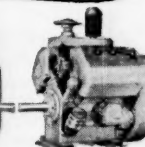
4-cycle Single Cyl.
3 to 6.8 hp.



Single cylinder
6 to 9 hp.



2-cylinder
7 to 15 hp.



V-type 4-cylinder
15 to 36 hp.



Your customers don't pay for "part-time power" when your equipment is "Wisconsin-powered". These heavy-duty, industrial-type, air-cooled engines are built with the ruggedness and basic High Torque design that deliver Load-Lugging horsepower day-after-day, month-after-month. Downtime and repairs are held to an absolute minimum because these engines have the endurance and stamina to operate under difficult conditions with only routine maintenance and attention.

Standardize on Wisconsin Engines and your customers take dividends in economical, dependable power — backed by over 2000 Authorized Service Stations in the U. S. and Canada and in 82 foreign countries.

Tell us about your power problem and get a prompt quotation on the units best suited to your equipment. Write for "Spec" Bulletin S-195 and Distributor map bulletin S-198.



WISCONSIN MOTOR CORPORATION

World's Largest Builders of
Heavy-Duty Air-Cooled Engines
MILWAUKEE 46, WISCONSIN



American Can Company last month held formal ground-breaking ceremonies for its new plant in San Antonio. This is the firm's third Texas plant, pictured in drawing above, supplementing a recently opened million cans-a-day plant in Arlington and Canco's largest facility in the state at Houston. The San Antonio plant will be able to produce as many as 275 million cans a year, will employ up to 150 persons, and will cover an area of approximately 115,000 square feet. The one-story steel frame building will have eight truck and 12 rail spots in the shipping area.

Lake Shores Industries Starts Carolina Expansion Program

BATESBURG, S. C. A new plant is under construction here for Lake Shore Industries, Inc., of Cleveland, Ohio.

Details of the new project were announced jointly by R. M. Cooper, director of the South Carolina State Development Board and officials of the Twin City Industrial Corporation.

The new plant will manufacture blades for jet engines and commercial gas turbine engines. The initial unit will comprise 27,000 square feet of the most modern manufacturing space. The building will be air-conditioned and be so designed that it can be expanded in two directions.

When in full operation it will employ 250 people in the first unit. Construc-

tion will begin immediately and production is expected to begin early in 1957. Total initial investment will be about \$500,000.

John H. Breisch, President of Lake Shore Industries, said that he was tremendously impressed with South Carolina and Batesburg-Leesville.

The building, which will be leased to Lake Shore Industries is being constructed by the Twin City Industrial Corporation with the following as officers and directors: Woodrow Taylor, President; J. Martin Rawls, Vice-President; Charles Bordeaux, Secretary-Treasurer; Hubert Long, Leonard Henderson, U. W. Collum, Louis Mitchell, Jr., A. C. Jones and Harold Shealy.

Florida Power Sets Budget At \$33.5 Million

ST. PETERSBURG. Plans to spend \$33,587,700 this year on a continuing expansion program have been announced by Florida Power Corporation.

The amount budgeted for 1957 in the expansion of generating and distribution facilities is part of a three-year program, begun in 1956, which will total around \$100 million in cost.

Much of the current program, according to William Clapp, president, will be financed by money from sale of Georgia Power & Light Company, a wholly-owned subsidiary, to the Georgia Power Company.

It is expected that the sale will be completed by about March 1.

New Branch Plant Opened By Bristol At Houston, Texas

HOUSTON. The Bristol Company of Waterbury, Conn. has opened a new branch factory and warehouse in Houston, Texas—a move which reflects the shifting market for automatic controlling, recording, and telemetering instruments, some of the company's major products.

The company was founded at its present New England headquarters in 1889, then the heart of industrial America. Later, as industry and commerce pushed westward, a branch factory and repair laboratory were established at Chicago. Still later, another branch was opened in San Francisco, as that area developed industrially.

Today the petroleum and chemical processing industries represent two of the top three major markets for instrumentation and control equipment, accounting between them for about one-third of the industry's total sales.

Also, according to the 1954 Census of Manufacturers, 17 per cent of the petroleum refining and 6.6 per cent of the chemical processing plants of the United States are located in the five southwestern states of Texas, Louisiana, Oklahoma, Arkansas, and Kansas.

Firm Formed To Make Business Machine Cards

HIGH POINT, N. C. A new company to produce tabulating cards for business machines is being formed here and is to be known as the Electronic Accounting Card Corporation.

Officials said it will be the only such firm of its kind in the Southeast. When operating at capacity, it will employ from 30 to 40 persons and produce 10 million cards daily.

The project is being financed through the issuance of 500,000 shares of common stock with a \$1 par value. It is expected that the plant will be in operation this month, four huge IBM pressers having been delivered in January.

Edgar Snider is president of the new company. He also operates Snider Printing Company here and the Ticker-Tag Corporation, along with having interests in a number of other local businesses.

LATE NEWS HIGHLIGHTS

ODESSA, TEX. Odessa Styrene Company will build a new styrene plant on the outskirts of Odessa in West Texas as part of a multi-million dollar synthetic rubber operation. When completed, the plant will produce 35 million pounds of styrene per year. Construction, slated to start in the late spring or early summer of 1957, is estimated to be completed about January 1958.

GREENSBORO, N. C. Blue Bell, Inc., garment manufacturing concern here, announced it will open a new plant in Coalgate, Okla. E. W. Weant, vice-president-manufacturing, said Blue Bell plans to employ 250 persons in the plant within the next three years. The Coalgate plant is the second of possibly seven to be located by Blue Bell in Oklahoma.

HOUSTON. Diamond Alkali Company of Cleveland, a major producer of inorganic and organic chemicals for industry and agriculture, has announced plans to proceed with designing and engineering a multi-million dollar facility for manufacturing acetylene at Diamond's Deer Park Plant here. Construction is estimated to begin in the fall of 1957.

CHICAGO, ILL. R. G. LeTourneau Inc., of Longview, Tex. multi-million-dollar earth-moving equipment firm, will re-enter the earthmoving industry in 1958 after a five-year absence. The new equipment will be marketed under a new trade mark—"AR-GEE."

VERO BEACH, FLA. Ownership of the largest piece of undeveloped land on the east coast of Florida has changed hands, and the property will soon become a new municipality—Indian River Shores. Fred R. Tuerk, industrialist, rancher and financier, sold some 3,500 acres here to Vero Investors Limited for more than \$4,500,000. Present plans call for construction to begin immediately.

PHILADELPHIA. Completion of a major plant addition at Pennsalt Chemicals' Calvert City, Ky., works marked the introduction of Isotrons—the company's new line of aerosol propellents and refrigerant gases. Pennsalt President William P. Drake announced that a second Isotron unit is under construction and is scheduled for completion later this year. Both projects are part of a \$55 million expansion program.

BURLINGTON, N. C. The Chester H. Roth Hosiery Company of Burlington has announced that they plan to start operating seamless hosiery machines about April 1, 1957. The new project will employ 175 persons, with a payroll of about \$500,000 annually. About 6,000 pairs of hose will be produced weekly.

ST. PETERSBURG. Joseph G. Gray, a New York insurance broker who winters here, has purchased for \$500,000 a 100 ft. by 160 ft. lot at Fifth St. and First Ave. North here. He plans to construct a 14-story office building with a unique system of parking space for tenants at different levels.

GADSDEN, ALA. Republic Steel Corporation of Cleveland will enlarge its current expansion program here by the addition of a second electric steelmaking furnace. When completed in late 1957, this expansion will add 1,980,000 tons of annual ingot capacity to the Republic production facilities, bringing the total Republic capacity to 12,242,000 tons.

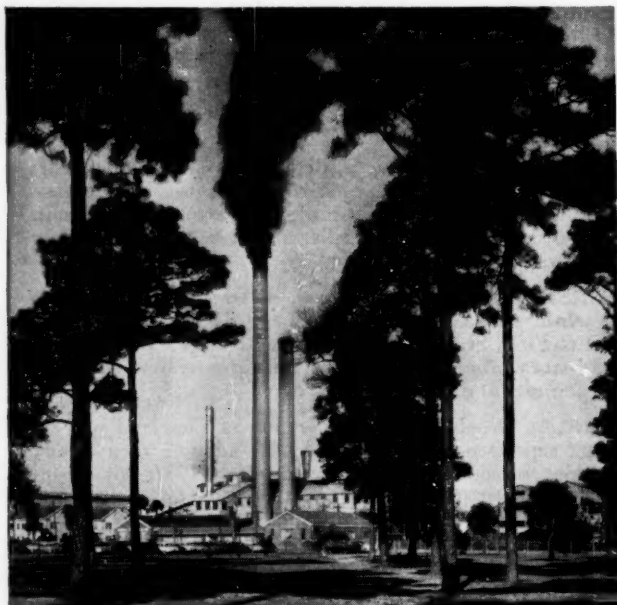
SOMERSET, KY. The Lamp Division of the General Electric Co. will start work here on a \$3,500,000 pressed glass plant early this spring. The plant, manufacturing pressed glass to be used as reflectors and lenses in sealed beam headlamps, is expected to be finished in January, 1958. Approximately 100 persons will be employed during 1958, with the total reaching 130 ultimately.

LOOKING SOUTH



FIRST COMPLETELY INTEGRATED NYLON PLANT in the United States is The Chemstrand Corporation installation located on a 2,000 acre tract near Pensacola, Florida. Currently, about 4,500 employees work around the clock producing over 50 million pounds of nylon yarn per year. However, plant expansions now underway will

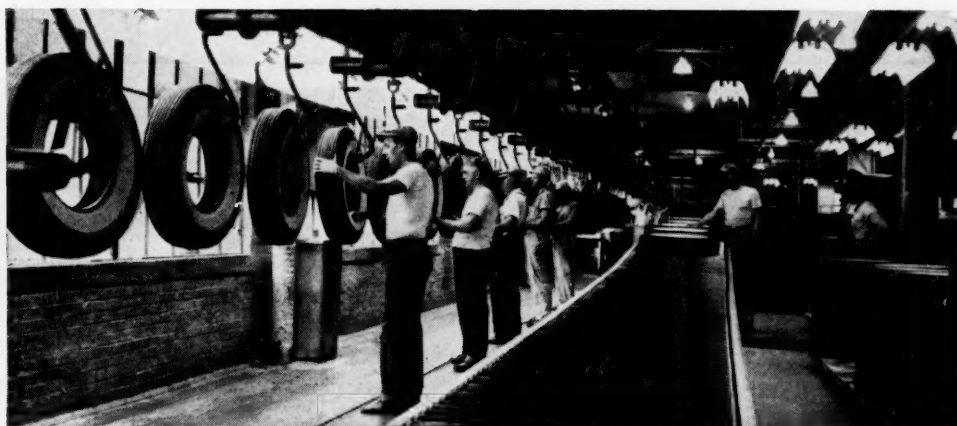
boost production capacity to 88 million pounds per year by November, 1957, to 100 million pounds by January, 1958, and to 114 million pounds annually by mid-year, 1958. These additional plant production capacities were planned to meet the growing demand for nylon yarn as tire cord, and for other industrial purposes.



HERCULES POWDER COMPANY at Brunswick, Georgia, makes naval stores and chemical products from Southern pine stump wood. In 1920—its first year in operation—about 300 part-time Hercules employees made only three products. Today, over 900 people have full-time jobs at this plant. Products now number over one hundred and are used in industrial processes across the nation and abroad.



UNIVERSITY PROFESSORS ARE INSTRUCTORS on the State of Alabama's Educational TV Network, the first statewide educational television network in the U.S. Programs reach 90% of the state. Broadcasts are scheduled 48 hours each week. Courses, some of which offer college credits, cover English, Spanish, French, home economics, music, biology, history, mathematics and art.



FINAL TIRE INSPECTION is just one of hundreds of production steps at the huge Goodyear Tire & Rubber Company plant in Gadsden, Alabama. Here, tires are made in approximately 190 types and sizes; tire tubes are produced in the world's largest raw-rubber-to-finish plant. Goodyear is now expanding its Gadsden operation for the seventh time. Since opening in 1929, employees have increased from about 600 to 3,100.



MADE IN MISSISSIPPI and rolling into freight cars at Pascagoula, for national distribution, is Puss 'n Boots cat food produced by Coast Fisheries, a division of Quaker Oats. Pilot plant, opened in 1952, is now a successful full-scale operation.



TIME DOCTORS at General Time Corporation's Athens, Georgia plant daily "listen to the heart beat" of thousands of new electric clocks in the Testing Center. General Time employs over 400 in Athens. The modernistic \$2½ million plant stands on land where cotton and corn once grew, a sign of the times in Dixie.

There's more to Southern growth than new industry!

ONE OF THE MOST dynamic phases of Southern industrial progress is the amazing growth of firms that have been doing business in Dixie for five, ten, twenty, fifty years and more!

Modernization is everywhere! Old walls are coming down . . . new multi-million dollar additions are going up . . . modern machinery is moving in . . . new, significant production capacities are being achieved. These advancements, and others, are resulting in additional jobs, increased incomes, still higher standards of living.

The electric power companies making up The Southern Company group are keenly aware of this growth because it is their responsibility to plan ahead for it, and to supply electric power *both* to new plants and to those plants with new needs.

"The last half of the twentieth century belongs to the South!"

Shaded section designates area served by the four investor-owned electric power companies in The Southern Company system.



THE SOUTHERN COMPANY
 Atlanta, Georgia Birmingham, Alabama Gulf Power Company Pensacola, Florida
 Georgia Power Company Mississippi Power Company Gulfport, Mississippi



This is an artist's conception of the first factory—the International Shipbuilding Plant—to be located at Sunshine State Industrial Park, \$100 million project in North Miami. This \$350,000 plant, 40,000 square feet in area, will manufacture the line of Scottie-Craft inboard and outboard Cruisers.

\$100 MILLION PROJECT

Big New Industrial District Shapes Up In North Miami

NORTH MIAMI, FLA. Florida's first large scale organized industrial district, is taking shape rapidly just north of Miami. It is a \$100 million project that will have 100 to 150 streamlined, stylish, landscaped modern factories within its perimeter.

The project will be owned and operated by Sunshine State Industrial Park, Inc. The Webb Construction Company headed by William C. Webb, South Florida industrial builder, will be the general contractor.

The district will have wide streets, boulevards, offstreet parking and beautiful parkway planting. Other advantages of the strategically located district are a central warehouse and trucking facilities that will be made available for each of the companies locating within the area.

Contractor Webb said, "We feel that such carefully planned industrial areas adequately zoned to protect against hodge-podge development and harmonizing with the community in which they are located, are bound to encourage and attract more industry and the highest type industrial workers to Florida."

Sunshine State Industrial Park has been planned along the concept of creating industrial working conditions equal to Florida's ideal living condi-

tions. Webb feels that a worker spends most of his waking hours on the job and should enjoy these hours to the utmost, thereby making his voluntary production efficiency greater.

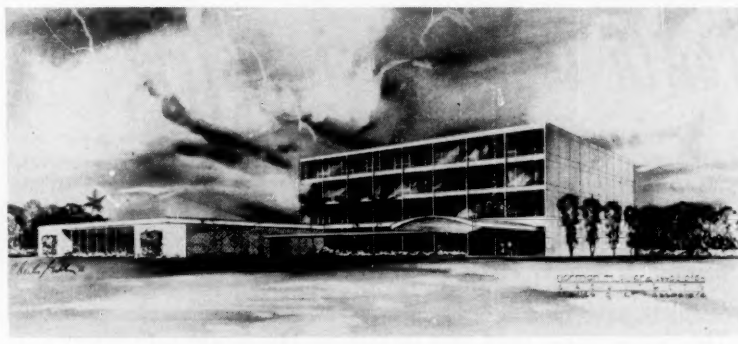
The completed Industrial Park project will include among its many novel features a lavish Executives' Club with a large restaurant for private dining, lounge, bar, gym and a swimming pool with cabanas. A bowling alley, tennis courts and other recreational facilities are designed for daily executive and guest use. The bowling alley will be open to all employees at the park.

The Park will feature "package plan"

plants—those built from the advance planning stage to handing over the key to a completed and often fully decorated building. The corporation will build and own all the plants inside the new Industrial Park and lease them out on terms beginning at 10 years. Already a plant has been started for a \$350,000 facility for the International Shipbuilding Corporation. The firm manufactures the famous nationally known line of Scottie Craft outboard and inboard cruisers.

All utilities are provided at the property, including city water, industrial electricity and telephones. It is estimated the Park will have a total of 15,000 employees working inside its boundaries when completed.

The Seaboard Railroad services the property from its main line tracks which run along the eastern side. There are more than 5,000 feet of railroad right-aways on the Park's southern border and each plant has its own siding.



Webb Construction Company is building this new structure in Sunshine State Industrial Park to house its general offices and the executive offices of the park.

Cement Firm Starts Plant

ADA, OKLA. Construction was begun here last month on a new plant for Ideal Cement Company, of Denver.

To cost \$14 million, the new facility will have an annual capacity of 1.5 million barrels.

It is expected that the project will be completed toward the end of this year. It will bring the firm's capacity here up to 3.7 million barrels a year, as Ideal's present plant operating here has an annual capacity of 2.2 million barrels annually.

Officials said the new plant is part of Ideal's long-range growth program. The aim is to increase production sufficiently in all of its marketing areas to take care of the projected increase in the use of cement as a result of the interstate highway program, and other construction activity.

The total of capital projects now being carried out by the company is expected to reach \$50 million.

Unique Power Unit Set For Cordele

CORDELE, GA. The first power plant in the United States to be planned as a combined gas turbine-steam turbine generator unit will be built here by the Crisp County Power Commission, it was announced by W. Dan Sinclair, manager and chief engineer of the Commission.

In the new unit, exhaust from a gas turbine will flow into a steam boiler where, in combination with pulverized coal, it will produce steam for a steam turbine.

Mr. Sinclair said that although several other power stations are using gas turbines to improve efficiency of steam turbines, the Crisp County installation will be the first specifically designed and engineered to combine a gas turbine and steam turbine unit. Both the gas and the steam turbine-generators will be built by the General Electric Company.

The new unit, scheduled to be placed in operation in 1958, will increase the Commission's generating capacity to more than 30,000 kilowatts.



Warren Stiehl (left) and C. A. Yuill inspect sample of work being done at the new fire technology research facility of the Southwest Research Institute.

Southwest Research Institute Opens New Fire Technology Study Building

SAN ANTONIO. Southwest Research Institute here has completed construction of a new \$35,000 fire technology research building—only one of its kind in the country available for industrial use—and will use the new facility to develop better methods of protecting lives and property from fire.

Southwest Research Institute is the only research center in the country which has a specialized fire technology program designed to fit the needs of industry, and the building was constructed with the encouragement of many industries.

Many firms advanced money against future research use. These include Celotex Corporation, Gypsum Association, Insulation Board Institute, Johns-Mansville Corporation, National Gypsum Company, Owens-Corning Fiberglass Corporation, Rohn and Haas Company, United States Gypsum Company, and Wood Conversion Company.

Research is under the supervision of Calvin Yuill, director of fire technology, building research section of the department of engineering mechanics. Southwest Research Institute senior research architect L. Brooks Martin designed

the new facility and the Prather Construction Co. of San Antonio was the contractor.

Research equipment in the fire technology building includes a 25-foot fire tunnel for evaluating materials used for interior building finishes. This is the second such furnace in the country available to industry. The other is at the Underwriters' Laboratories in Chicago and is used to officially rate interior finishes, and is seldom available to manufacturers for product development.

Southwest Research Institute's fire technology research facility is in a 20 by 40 foot insulated frame building lined with incombustible material and resting on a concrete slab. Atmospheric conditions within the building are subject to rigid control. The fire tunnel was built in accordance with the American Society for Testing Materials Tentative Method of Fire Hazard Classification of Building Materials.

The fire tunnel is lined and has a removable cover on which materials to be evaluated are placed. Air is drawn through the tunnel at a rate of 200 feet per minute. Temperature and humidity are also controlled. Two gas burners at one end provide a flame simulating conditions that may develop in a severe fire.

Scientists can observe the action of the fire on materials tested through glass windows on the side. Smoke density and the heat generated by various samples, are measured and the toxicity of gases can be checked.

Work Is Underway On Bainbridge Port

BAINBRIDGE, GA. Work is in progress here on an inland port which will provide a river gateway to the Gulf of Mexico.

Being built by the Georgia Ports Authority, the port will include docks and storage facilities. It is on a high bluff overlooking the Flint River, and there are 56 acres in the site.

The first phase of the port, now under contract, will cost \$250,000. Long-range plans for the project call for the expenditure of millions of dollars in its development.

Georgia's Governor Marvin Griffin predicted that the port's water-borne freight volume "should within a few years develop into several hundred thousand tons."



"Is he a hard man to work for?"

Atlanta Paper And Mead Corp. Plan Merger

ATLANTA. A proposal for merger of the Atlanta Paper Company with the Mead Corporation has been approved by stockholders of the Atlanta firm.

Directors of both companies had okayed the proposal early in December, and all that remains now for a conclusion of the agreement is the vote of Mead stockholders. A meeting of the latter is scheduled in April.

Arthur L. Harris, president of Atlanta Paper, said his company felt that the association with Mead would offer "many advantages for our company and our customers. We will have the broad resources of Mead available in finance, research and development, and raw material supply . . . Undoubtedly, it will result in immediate expansion of production and distribution of Atlanta Cartons."

He said further that Mead had chosen Atlanta Paper to spearhead the former's efforts into the packaging field.

The proposal calls for an exchange of stock, on the basis of two shares of Atlanta Paper stock for one share of Mead common stock. The firm here will operate as a wholly-owned subsidiary of The Mead Corporation, with no change in the administrative, sales, promotion, or executive staffs.

Atlanta Paper is the nation's largest producer of carry home cartons for the soft drink trade. Mead is one of the country's top 10 producers of paper and paper products.

Dow Co. Buys Lumber Firm

NEW ORLEANS. All the stock of the Schwing Lumber Company of Plaquemine, Louisiana, is now owned by the Dow Chemical Company.

Officials said the transaction, concluded here recently, involved approximately \$11 million.

Dow received for the amount the assets of Schwing which consist of about 60,000 acres of land.

Dr. A. P. Beutel, vice president in charge of Dow's Texas and Louisiana operations, said the purchase was made as a long-range investment for oil and gas exploration in connection with Dow's Louisiana operations.

The Schwing company will be under the direction, he added, of Dow's Brazos Oil and Gas Company which has headquarters in Houston.

It was stressed that purchase of the lumber company will eventually push total Dow investment in the Plaquemine area to more than \$60 million.

Dr. Beutel said the Schwing holdings include a number of producing oil wells. Other such wells are in either the drilling or preparatory stage. Dow's purchase included all mineral holdings, particularly the company's oil wells.

Weyerhaeuser Timber Acquires Southern Land

COLUMBUS, MISS. Options on 90,000 acres of reforestation land in Mississippi and Alabama have been purchased by Weyerhaeuser Timber Company of Tacoma, Washington.

This marks the first step of Weyerhaeuser toward purchasing pulp in the South, as previously it has concentrated its forest products manufacturing in the Northwest.

Immediate plans for the land involve a rehabilitation program, with actual plans for pulp production in the area to be crystallized within the next few years.

All within 74 miles of Columbus, the 90,000 acres includes 2,600 acres suited for a plant site north of this city. Adequate water for a pulp mill will be available from the Tombigbee River which runs through the property.



From an architect's drawing board comes this sketch of the Southern Enterprise Corporation's International Center Building near the Gulfgate Shopping Center in Houston. Complete with a hotel-motel, the project is expected to cost more than \$15 million. Construction will be on part of a 20-acre tract of land on the Gulf Freeway.

New Divisions Formed By Dallas Firm

DALLAS. Through an organizational change, two wholly-owned subsidiaries become operating divisions effective immediately, it was announced by J. E. Jonsson, president of Texas Instruments Incorporated. Houston Technical Laboratories, geophysical and industrial instrument manufacturer located in Houston, has become the Industrial Instrumentation division and Wm. I. Mann Co., precision optics manufacturer located in Monrovia, Cali-

fornia, has become the Optics division.

Texas Instruments acquired Houston Technical Laboratories in 1953 and centralized in it the design, manufacture and marketing of all TI geophysical and industrial instruments. The Industrial Instrumentation division will remain in its new plant in Houston, headed by Robert W. Olson as Texas Instruments vice president in charge of the division.

Texas Instruments acquired the Wm. I. Mann Co. in 1956 and centralized in it the design, manufacture and marketing of all TI optical components, making it the largest precision optics manufacturer west of the Mississippi. The TI Optics division will remain in California, headed by William I. Mann as division manager.

Gulf States Tube Building New Plant

ROSENBERG, TEXAS. The Gulf States Tube Corporation has under construction here a plant and office building which will have a total of 45,000 square feet of floor space. The new project is on a 37-acre site.

Officials of Gulf States, wholly-owned subsidiary of Michigan Seamless Tube Company, said the plant equipment here will include modern draw benches and annealing furnaces, a pickling department, a rotary swager, straightening and cut-off equipment, and necessary chemical and physical laboratory equipment.

a cinch to

Tyton Joint pipe is *quite* as easy to install as our hillbilly friend indicates. Only one accessory needed... a specially designed rubber gasket that fits into the bell of the receiving pipe. A push or two and the connecting pipe compresses the gasket... seals the joint bottle-tight and permanently.

No bell holes. No waiting for weather. "Tyton" can be laid in rain or wet trench. It's so simple, in fact, even an inexperienced crew quickly becomes expert.



U.S.
cast iron
PIPE

FOR WATER, SEWERAGE AND

install!

You'll be hearing more about this ingenious new Tyton Joint. Why not get the facts firsthand...and now?

Write or call. We'll be glad to give them to you.

U. S. PIPE AND FOUNDRY COMPANY
General Office: Birmingham 2, Alabama

A WHOLLY INTEGRATED PRODUCER FROM MINES
AND BLAST FURNACES TO FINISHED PIPE



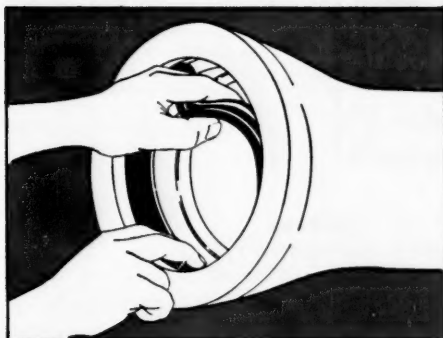
P. W. C. B. B. —

INDUSTRIAL SERVICE

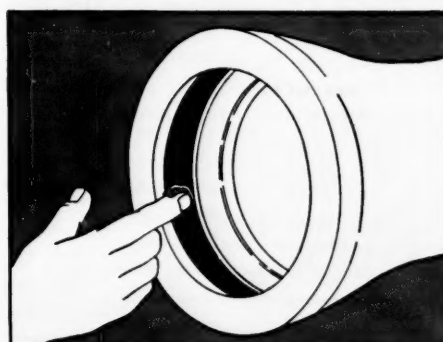
CAST IRON

TYTON

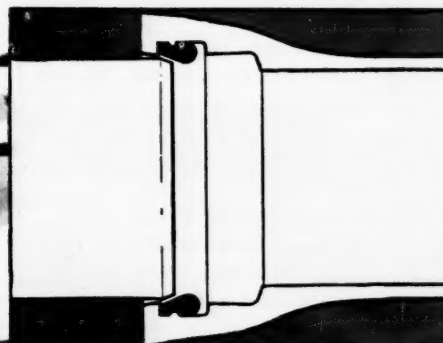
ONLY FOUR SIMPLE ACTIONS



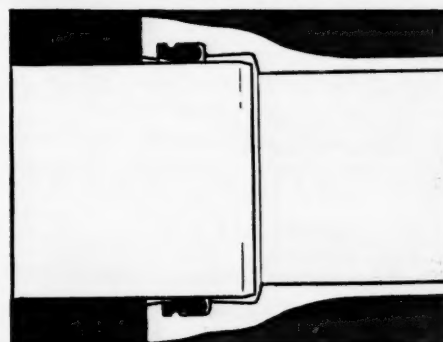
Insert gasket with groove over bead in gasket seat



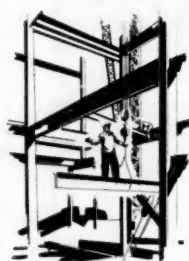
Wipe a film of special lubricant over inside of gasket



Insert plain end of pipe until it contacts gasket



Force plain end to bottom of socket ... the job's done!



NEW PLANT SUMMARY

The following is a summary of major industrial plants reported to the RECORD during the month of December, 1956. This information has been checked with the Southern Association of Science and Industry and various state development agencies. Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

ALABAMA

Cullman—Alabama Poultry Enterprises, poultry processing.
Gadsden—Alabama Tool and Die Co., Inc., dies.
Gadsden—Tempco Mfg. Co., wheeled carts.
Gadsden—Whiting Corp., steel fabrications.
LaFayette—Alabama-Georgia Wood Preserving Co., treated lumber.
Selma—Ames Bag Mill, plastics.
Selma—Model Insect Co., model insects.
Tarrant City—Bama Transit Mix Concrete Co., concrete.

ARKANSAS

Arkadelphia—Tectum Corp., Carl R. Frye, Pres., building material. Operation to begin September, 1957. \$4 million. (C).
Conway—Ward School Furniture, Inc., school furniture. \$50,000. (B).
Dardanelle—Bell Handle Co., wooden handles. \$150,000. (B).
Dermott-McGehee—Wells Lamont Glove Co., leather gloves. \$200,000. (D).
El Dorado—Michigan Chemical Corp., bromine. \$1 million. (B).
Fort Smith—Baldor Electric Co., electric motors. \$150,000. (B).
Fort Smith—Cash Poultry Co., processed poultry. \$50,000. (B).
Fort Smith—Rath Packing Co., meat packing. \$300,000. (C).
Harrison—Claridge Prod. & Equip. Co., chalk, bulletin boards. \$200,000. (B).
Harrison—Turney Wood Products, Inc., Claude Turney, Pres., particle board. Operation to begin September, 1957. \$250,000. (B).
Helena—Ham Grain Co., grain elevators.
Hot Springs—Dierks Forests, Inc., timber products. (C).
Hot Springs—Glastex, Inc., fiber glass fishing boats. (B).
Hot Springs—Nooner Lumber Co., lumber. \$150,000. (B).
Lake Village—Dryfus Co., grain elevators.
Lewisville—Couch Fuller Co., charcoal.
Malvern—Almeda Pipe Co., magnetic ore. \$100,000. (B).
Malvern—Reynolds-Williams Co., asphalt. \$100,000. (B).
Mark Tree—Gotham Chalkboard & Trim Co., chalkboard. \$310,000. (C).
Monette—Everson Frosted Foods, processed strawberries. \$75,000. (B).
Nashville—Cameron Feed Mills, mixed feeds. \$200,000. (B).
Nashville—McKay Handle Co., hardwood handles.
North Little Rock—Hall Tank Co., steel tanks. \$16,000.
North Little Rock—Peerless Products, cooling towers. \$200,000. (B).
North Little Rock—North Little Rock Sand & Gravel Co., sand and gravel. \$100,000. (B).
Paragould—Emerson Electric Mfg. Co., electric motors. \$2.6 million. (C).
Paragould—Southland Bottling Co., soft drinks.
Pine Bluff—Dierks Paper Mill, Kraft paper. \$20 million. (D).
Searcy—Frostvalre For Frozen Foods, Inc., berries, vegetables. \$200,000. (B).
Siloam Springs—Ozarks Sports Wear Co., women's garments. \$14,000. (B).
Springdale—George Feed Co., mixed feeds. \$250,000. (B).

FLORIDA

Dania—Dania Cabinet Co., custom-built furniture. (B).

Hialeah—Jerry Cohen, Inc., hollow core doors for cabinets. Operation began Feb., 1956. (B).
Hialeah—Seabuilt Boat Mfg. Co., wooden and fiber glass boats. (B).
Miami—Billy Ann of Florida, Inc., ladies' dresses. Operation began July, 1956. (B).
Miami—Continental Carton Co., folding boxes. Operation began June, 1956. (B).
Miami—Craftmaster of Miami, ladies' sport clothes. Operation began April, 1956. (B).
Miami—Export Packaging Co., shipping cases, crates, boxes. Operation began Oct., 1956. (B).
Miami—Florida Beach Wear Mfg., men's beachwear. Operation began Dec., 1956. (B).
Miami—Kala of Miami, Inc., ladies' dresses. Operation began March, 1956. (B).
Miami—Kirby Knitting Mills of Miami, Inc., ladies' orlon sweaters. Operation began May, 1956. (B).
Miami—Leonard Mfg. Co., rugs. Operation began Jan., 1957. (B).
Miami—M. H. Raab & Co., Inc., ladies' sportswear. Operation began April, 1956. (B).
Miami—Style Casuals, Inc., men's sportswear. Operation began March, 1956. (B).
North Miami—Gunderlin Ltd., furniture and shutters. Operation began Jan., 1956. (B).
North Miami—Products Mfg. Co., interior shutters. Operation began May, 1956. (B).
Ocala—Ribbet Products, Inc., steel frames for mobile homes. Operation est. to begin March, 1958.
Ojus—Miami Glass Engineering Corp., jalousie windows. Operation began Jan., 1956. (B).
Opa Locka—Capri of Florida, scarves and neckwear. Operation began Jan., 1956. (B).
Pompano Beach—U. S. Industries, Inc., industrial research and development. Operation est. to begin fall, 1957.
Port St. Joe—General Chemical Div. of Allied Chemical & Dye, aluminum sulphate. Operation est. to begin July, 1957. \$250,000.
Sarasota-Bradenton Airport—Visioneering Co., Inc., machine shop. Operation began late, 1956. (D).

GEORGIA

Atlanta—Ken-Lee Mfg. Co., ladies' apparel. (B).
Atlanta—L. L. Mouchet Co., fabricated metals products. \$125,000. (B).
Atlanta—Silver Bear, Inc., school supplies. \$250,000. (B).
Claxton—Claxton Garment Co., sports shirts. Operation began in late 1956. \$25,000. (B).
East Point—Gate City Yarn Co., textiles. \$250,000. (C).
Forest Park—Central Oil Asphalt Co., asphalt. \$100,000. (B).
Macon—Piedmont Bag Co., jute bags. \$50,000. (B).
Macon—Poplar Foundries, Inc., automobile tire molds. \$75,000. (B).
Tallapoosa—Pequanoc Rubber Co., rubber concentrates. Construction began Jan., 1957. \$750,000. (B).
Washington—BuGay Plastics, Inc., plastic articles.
Waycross—Casa Mana Corp., Air Base, house trailers. Operation began Jan., 1957. (C).
Woodbury—Dromedary Co., food products. \$100,000.

KENTUCKY

Calhoun—Calhoun Furniture Factory, bedroom furniture. \$75,000. (B).

Erlanger—Post Glover Electric Co., electrical equipment. \$300,000.
Glasgow—National Brush Co., wood blocks for brushes. \$200,000. (B).
Irvine—Van Sno Charcoal Co., charcoal. \$75,000. (B).
Jeffersonton—Henniss Engineering Corp., metal stamp and foil products.
Louisville—Abco Lithographing Co., lithographing.
Louisville—Bumpers, Inc., electroplating.
Louisville—Duracraft Products, venetian blinds.
Louisville—Kentucky Container Co., boxes, baskets, crates, containers.
Louisville—Meyer Printing Co., printing.
Louisville—Mosart Millwork, Inc., millwork.
Louisville—Pomeroy Containers, Inc., corrugated shipping containers and paper board specialties.
Louisville—Transparent Container Co., Inc., custom plastic products.
Lyndon—Mackay Publishing Co., Inc., textbooks.
Somerset—General Electric Co., glass reflectors and lenses for automobile sealed-beam head lamps. \$3.5 million. (C).

LOUISIANA

Harahan—H. W. Lay & Co., H. W. Lay, Pres., potato chips. Operation to begin in late 1957. \$300,000. (B).
St. Francisville—Crown Zellerbach Corp. & Time, Inc., Reed O. Hunt, executive vice president, Crown Zellerbach machine-coated printing paper. Operation to begin in late 1958. \$31 million.

MARYLAND

Baltimore—Atlantic Steel Products Corp., fabrication of corrugated steel pipe.
Baltimore—Bio-Ramo Drug Co., Inc., antibiotics.
Baltimore—Diecraft, Inc., precision parts and assemblies.
Baltimore—Duralite Mfg. Co., manufacture and repair of aluminum truck and trailer bodies.
Baltimore—Frederick Wood Products Co., bar and store fixtures, church furniture.
Baltimore—A. Jacobs & Sons, military uniforms.
Baltimore—Kimball-Tyler Co., Inc., strip oak flooring.
Baltimore—Maryland Rainbow Rock Co., Inc., colored concrete, brick and stone.
Baltimore—Metal Stamping & Machine Co., machine work.
Baltimore—U. S. Lifting Device Co., lifting devices.
Baltimore—M. S. Willett, Inc., special tools and dies.

MISSISSIPPI

Pascagoula—H. K. Porter Co., Inc., magnesite and basic refractory products. Operation to begin early 1958. \$5 million.

NORTH CAROLINA

Clarkton—Palmer Products Corp., boys' denim wear. (B).
High Point—Electronic Accounting Card Corp., Edgar Snider, Pres., tabulating cards for business machines. Operation began January, 1957. \$500,000. (B).
Lexington—Circle F Provision Co., meat processing. (B).
Reidsville—Brookside Industries, Inc., men's shirts and uniforms. (C).

OKLAHOMA

No plants reported.

SOUTH CAROLINA

Barnwell—Allendale Garment Co., clothing. (B).
Bennettsville—Oak River Mills, carpet yarns. (D).
Lamar—Lamar Industries, knitted garments. (B).
Lancaster—Carl W. Mullis Engineering & Manufacturing Co., log peelers. (B).

TENNESSEE

Arlington—Aerosol Corp. of the South, insecticide bombs.

Chattanooga — Chattanooga Printing & Binding Co., James F. Jernigan and Norman G. Smiddy, partners, commercial printing and book binding. Operation began Dec., 1956.

Crossville — Homestead Knitting Mills, Inc., sweaters. (C).

Martin — Ready Mix Concrete Plant, concrete.

Memphis — Grain Elevator Corp., storage elevators for dehydrated alfalfa.

TEXAS

Bonham — Alphaduct Wire & Cable Co., J. R. McDonald, Pres., copper and aluminum wire and cable. Operation to begin spring, 1957. \$1 million. (C).

Denison — Diaper-Jeans, Inc., 315 West Chestnut, T. A. Treadway, Pres., garments, shoes. Operation began Nov., 1956. (C).

Fort Worth — Poolquip Mfg., Inc., 2497 N. E. 36th St., P. O. Box 7483, Phillip W. Jones, Pres., swimming pool equipment. \$100,000.

Gladewater — Luton Mfg. Co., O. W. Gist, Pres., burial boxes, ammunition boxes, swing seats.

Italy — Barger Fabric Finishers, U. S. Highway 77, R. B. Barger, Pres.

Port Lavaca — Cal-Tex Frozen Foods of California, process vegetables. Operation began Nov., 1956.

Scheicher County — Sinclair Oil & Gas Co. and Skelly Oil Co., gasoline, butane, propane.

VIRGINIA

Martinsville — Virginia Glass Products Corp., M. B. Schottland, Pres., glass products. Operation to begin June, 1957. \$1 million. (B).

Pittsylvania County — Southern Lightweight Aggregate Corp., J. W. Roberts, Pres., Solite building material. Operation to begin summer, 1957. \$500,000. (B).

Rocky Mount — Thompson Products, Inc., R. A. May, Pres., product testing and developing. Operation to begin late 1957. \$10 million. (D).

WEST VIRGINIA

No plants reported.

South Atlantic Region To Be Served By New Savannah River A.E.C. Division

AIKEN, S. C. The establishment of an Industrial and Technical Services Division in the Savannah River Operations Office of the Atomic Energy Commission was announced here.

The new Division will serve as a point of contact between the Commission and industrial organizations and educational institutions in the South Atlantic region which are interested in obtaining access to information previously developed in the field of atomic energy.

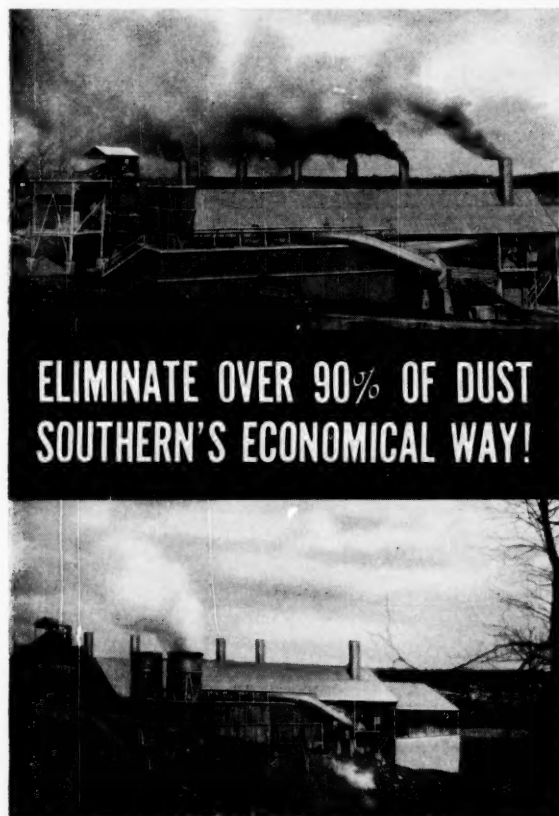
Joel V. Levy has been assigned as Director of the new Division. Mr. Levy has been with the SROO Technical and Production Division since May 1951, where he has served in various positions, including Chief of the Reactors Branch, and since July 1954 as Assistant Director for Process Development.

Loren T. Palmer, currently Chief of the Industrial Liaison Branch of the

Technical and Production Division, has been transferred to the new Division as Chief of the Industrial Liaison Branch.

The Division's activities will include administration of 40 Access Permits which have been granted to date by the Commission to firms and institutions in the South Atlantic region under which certain atomic energy information related to civilian uses of atomic energy may be utilized. Access permits granted under the Commission's Civilian Application Program are giving impetus to the use of atomic energy for commercial purposes. Assistance to various educational institutions will be an important part of the Division's work.

In addition, the new Division will serve as a source of technical information for the Commission in connection with the Civilian Application program and will also administer the classification of information program at SROO.



**ELIMINATE OVER 90% OF DUST
SOUTHERN'S ECONOMICAL WAY!**

The effectiveness of Southern's wet collector was proven on more than 50,000 c.f.m. of stack effluent above. Dust removed totaled approximately 50 tons per day!

THAT'S RIGHT....

- ★ More than 90% of atmospheric dust removed.
- ★ Withstands heat, acids, abrasion.
- ★ Most inexpensive method of comparable efficiency.

Solve your plant's atmospheric pollution problems by contacting us. We will gladly send a representative or mail information. No obligation, of course.

SOUTHERN LIGHTWEIGHT AGGREGATE CORPORATION

PROCESS ENGINEERING DIVISION

P. O. BOX 9138 RICHMOND, VIRGINIA

Is Your Plant Biggest? MR Wants To Know

Is your plant in the South the largest of its kind in the nation or in the world? If so, the editorial staff of MANUFACTURERS RECORD would like to know about it in order to compile a listing of such plants for the benefit of the magazine's readers.

Back in 1939 MR's Blue Book of Southern Progress conducted a survey to determine what plants in the region could be rated as biggest of their type, and the results showed that there were 64 enterprises which could lay claim to that distinction. Virtually all the plants in that listing carried names of manufacturing organizations which today are still leaders in industry.

At the same time, however, there are industries existing now, and carrying out big scale operations, which were very small in 1939 or perhaps had not even been started.

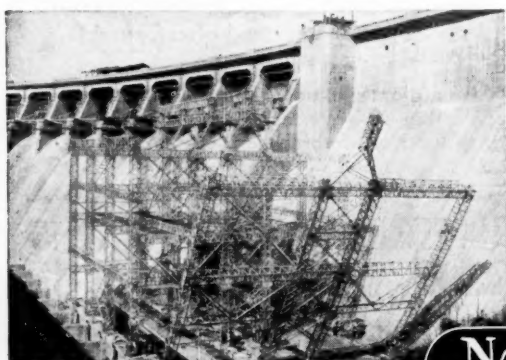
Thus a new listing of the largest plants in the South would be much longer than the one of nearly two decades ago and would most certainly contain a host of new names.

It is with this fact in mind that MR's editorial staff is inviting the publication's readers to submit names, as soon as possible, of the plants in the South which today are biggest in their field. The results of this survey will be published in an early issue of the magazine.

To give you an idea of the situation 18 years ago, following is a reproduction of the listing which appeared in the 1939 Blue Book:

SOUTHERN INDUSTRIAL PLANTS—LARGEST IN THE WORLD OR IN THE UNITED STATES (1939)

American Fork and Hoe Co., Charleston, W. Va.	world's largest axe plant
Ames Baldwin Wyoming Co., Parkersburg, W. Va.	world's largest shovel plant
American Oil Co., Texas City, Texas	world's largest oil refining unit
American Tobacco Co., Charleston, S. C.	world's largest cigar factory
Bowers Pottery Co., Mannington, W. Va.	world's largest sanitary ware plant
Cannon Mills Co., Kannapolis, N. C.	world's largest towel mill
Crown Cork and Seal Co., Baltimore, Md.	world's largest bottle caps and crowns factory
Durham Hosiery Mills, Durham, N. C.	world's largest hosiery mill
Ethyl-Dow Chemical Co., Wilmington, N. C.	world's only plant making bromine from seawater
Miller Manufacturing Co., Bainbridge, Ga.	world's largest bottle washing machinery making plant
Monsanto Chemical Co., St. Louis, Mo.	world's largest producer of phosphorus
Benjamin Moore and Co., Gainesville, Ga.	world's largest tung oil mill
Morton Salt Co., Van Zandt County, Texas	world's largest salt mine
Natural Gas Co., Hastings, W. Va.	world's largest gas compressor station
Planters' Nut and Chocolate Co., Suffolk, Va.	world's largest peanut oil plant
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	world's largest cigarette factory and world's largest tobacco manufacturing plant
Rosemary Manufacturing Co., Rosemary, N. C.	world's largest damask mill
The Sessions Co., Enterprise, Ala.	world's largest packer of peanut butter
Seward Trunk and Bag Co., Petersburg, Va.	largest baggage building company in the world
Standard Sanitary Manufacturing Co., Louisville, Ky.	world's largest enamel, iron, and brass plumbing plant
Texas Gulf Sulphur Co., Newgulf, Texas	world's largest sulphur mining plant
Tin Decorating Co. of Baltimore, Baltimore, Md.	world's largest tin decorating plant
Union Bag and Paper Co., Savannah, Ga.	world's largest kraft and container plant
United States Coal and Coke Co., Lynch, Ky.	world's largest bituminous coal mine
Virginia Trunk and Bag Co., Petersburg, Va.	world's largest trunk factory
Viscose Company, Roanoke, Va.	world's largest rayon plant
Penick and Ford, Ltd., New Orleans, La.	world's largest cane syrup plant
Henry Vogt Machine Co., Louisville, Ky.	world's largest drop forged valves and fittings plant
Turner, Day and Woolworth Handle Co., Louisville, Ky.	world's largest manufacturers of hickory striking tool handles
Southern Kraft Corp., Mobile, Ala.	world's largest paper and bag plant
Reynolds Metals Co., Louisville, Ky.	world's largest manufacturer of metal foils
Pro-Tect-U Shutter Co., Miami, Fla.	largest factory of its kind in the world
Pomona Products Co., Griffin, Ga.	world's largest packer of pimiento peppers
Pangborn Corp., Hagerstown, Md.	world's largest manufacturer of blast cleaning and dust control equipment
Moore Dry Kiln Co., Jacksonville, Fla.	world's largest manufacturer of lumber and veneer drying equipment
McCormick and Co., Inc., Baltimore, Md.	world's largest spice and extract factory
Libby-Owens-Ford Glass Co., Charleston, W. Va.	world's largest window-glass manufacturing plant
Layne and Bowler, Inc., Memphis, Tenn.	world's largest water developer
Lake Charles Products Corp., Lake Charles, La.	world's only cellulose plant converting rice hulls into chemically pure cellulose
Kingsport Press, Inc., Kingsport, Tenn.	world's largest exclusive book printing and binding plant
Kentucky Rock Asphalt Co., Kyrock, Ky.	world's largest rock asphalt mine
Hercules Powder Co., Hopewell, Va.	world's largest plant for production and purification of cotton linter pulp
Food Machinery Corp., Dunedin, Fla.	world's largest manufacturer of citrus machinery and canning equipment
E. L. Bruce Co., Memphis, Tenn.	world's largest manufacturer of hardwood floorings
Blue Bell-Globe Manufacturing Co., Greensboro, N. C.	world's largest producer of overalls

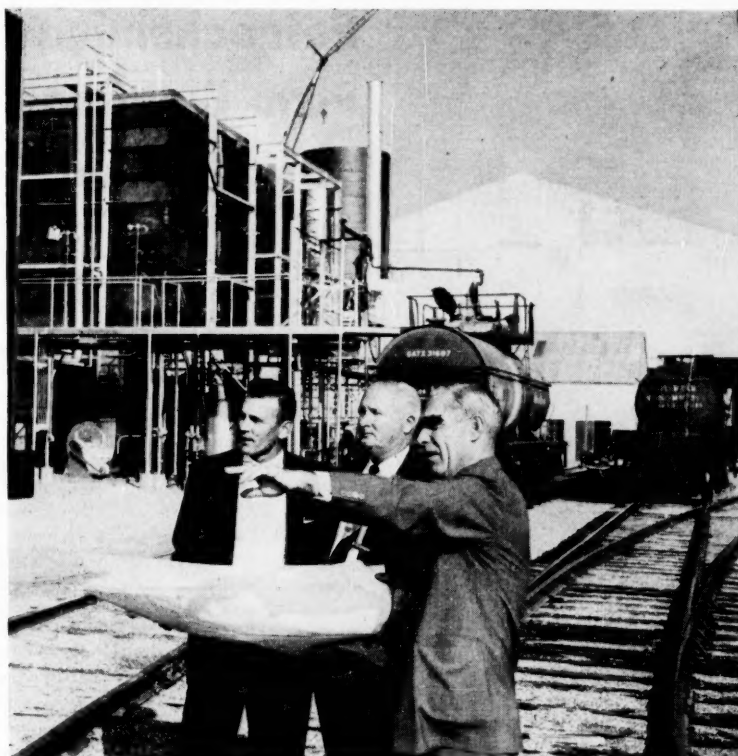


THE Nashville Bridge Company will gladly quote on structural steel requirements anywhere in the South and Southwest. Our skill in the fabrication and erection of intricate steel structures is well-known. We are particularly qualified to supply the Power Distributing Industries with transmission towers and switchyard structures;—hot-dip galvanized after fabrication. Fabrication and erection of both steel and machinery for movable type bridges is a specialty. Look to Nashville for simple steel requirements as well as intricate structural jobs.

Plants and offices in Nashville, Tennessee and Bessemer, Alabama. We also own and operate the Bessemer Galvanizing Works—largest galvanizing plant in the South.



NASHVILLE BRIDGE COMPANY
NASHVILLE, TENN. — BESSEMER, ALA.



Shown (left to right) are E. J. Pomerleau, in charge of sodium phosphates production for Shea Chemical Corporation; O. D. Crosby, executive vice president for production of the company, and V. H. Shea, Sr., president. They are at the site in Dallas of the new Shea plant which produces sodium phosphates and phosphoric acids.

Black and Decker Manufacturing Co., Towson, Md.

world's largest manufacturer of portable electric tools

Bethlehem Steel Co., Baltimore, Md. world's largest tidewater steel plant

Homer Laughlin China Co., Newell, W. Va.

plant three times larger than any similar plant in the world

E. I. du Pont de Nemours and Co., Inc., Belle, W. Va.

one of the largest chemical plants of its kind in the world

U. S. Industrial Chemicals, Inc., Baltimore, Md.

one of the world's largest producers of solvents and chemicals

Newport News Shipbuilding and Dry Dock Co., Newport News, Va.

one of the world's largest and best equipped shipbuilding plants

Steele-Wallace Corp., St. Louis, Mo.

largest clothespin factory in the United States and probably the world's largest

Aluminum Company of America, Alcoa, Tenn.

largest reduction works and largest aluminum plate mill in the United States

Champion Paper and Fibre Co., Canton, N. C.

largest diversified pulp mill in the United States

Davison Chemical Corp., Baltimore, Md.

largest producers of super-phosphates in the United States

Glenn L. Martin Co., Baltimore, Md.

largest single unit aircraft manufacturing plant in the United States

Mead Corp., Lynchburg, Va. largest producer of tanning extract in the United States

Mutual Chemical Company of America, Baltimore, Md.

largest bichromate plant in the United States

Rustless Iron and Steel Corp., Baltimore, Md.

only plant in the United States solely engaged in manufacturing stainless steel

Woodside Cotton Mills, Greenville, S. C.

largest cotton mill under one roof in the United States

International Creosoting and Construction Co., Texarkana, Ark.

largest wood treating plant in the United States

Barrett Co., Hopewell, Va. only nitrate of soda plant in the United States

Ecusta Paper Corporation, Pisgah Forest, N. C.

first and largest cigarette paper manufacturing plant in the United States

The first and only plant for manufacturing starch from sweet potatoes at Laurel, Miss., is commercially operated by a farm cooperative

Cameron & Barkley Relocates In New Jacksonville Office

JACKSONVILLE, FLA.—With the announcement that the Cameron & Barkley headquarters staff has started operations from their new offices at 1939 Hendricks Avenue, the final move of the executive staff from Charleston, S. C., which began last June with the opening of the "office of the president" in the Prudential Building, has been completed.

Rufus C. Barkley, president, pointed out that the executive headquarters of the firm had been located in Charleston since 1865. The move to Jacksonville was based on the rapidly growing industrial market in Florida and the fact that Jacksonville is the geographical center of the Cameron & Barkley organization which now has industrial supply and machinery warehouses in Miami, Tampa, Orlando, Jacksonville, Savannah and Charleston.

Barkley explained that the headquarters staff of major accounting and bookkeeping personnel, headed by Walter Bilbro, Secretary-Treasurer and Julian Clyburn, Assistant Secretary-Treasurer, will remain intact. Some of the key clerical workers have been brought along from Charleston to keep things going until local replacements can be found.

South's Resources Aid Regional Development

WASHINGTON. The South's importance is being steadily augmented by the region's endless bounty of basic resources.

A recent illustration is the application of two natural gas producers to build another pipeline system from Texas to the Mississippi River. From the latter point the line would proceed eastward to market areas of Florida.

The applications are by Coastal Transmission Corporation and Houston Texas Gas & Oil Corporation.

Further indication of the region's deep-rooted strength in natural resources may be seen in plans of Tennessee Gas Transmission Company, of Houston, to supply natural gas to public utilities in Wilkes-Barre, Penna.



The wire weaving looms shown above are part of the complicated machinery which makes possible the most modern of weaving and finishing methods at Phifer Wire Products.

Tuscaloosa Plant Opened By Phifer Wire Concern

TUSCALOOSA. Phifer Wire Products has completed its move into a new plant here, it was announced by Gordon Lawless, general manager of the company.

Originally known as the Phifer Aluminum Screen Company, the firm began operations shortly after World War II. The organization is manufacturer and supplier of aluminum and galvanized insect screening.

Reese Phifer, owner of the company, said the new facility has added many thousand square feet of floor space to their operation. He said the expanded structure was necessitated as a result of increasing demand for the company's products from manufacturers and jobbers all over the nation.

A separate wire drawing plant is attached to the main plant and contains the latest equipment for drawing wire to screen size. Coupled with the most modern weaving and finishing methods, the equipment enables Phifer to produce uniformly perfect insect screening 24 hours a day.

Among the improvements made possible by the new plant was the addition of galvanized screening to the com-

pany's line.

Lawless and Phifer, as well as all the office and plant personnel, are natives of Alabama. In addition to serving a national market, the company also ships its products to many foreign countries.



J. Reese Phifer, head of expanded Tuscaloosa firm.

Petrochemical Firm Building In Louisiana

LAKE CHARLES. Construction is under way in this Louisiana city on the new multimillion-dollar petrochemical plant for Petroleum Chemicals, Inc.

The new facility, scheduled for completion in January, 1958, will produce 200 million pounds annually of ethylene for industrial use, according to Bruce K. Brown, president of Petroleum Chemicals. The latter firm is owned jointly by Cities Service Company and Continental Oil Company. General offices of P.C.I. were recently moved from New York City to New Orleans.

To be built adjacent to the company's butadiene facility at Lake Charles, the new plant will employ approximately 50 men. Refinery gases as the raw material for producing ethylene at the new installation will be supplied by the Conoco and Cities Service refineries here.

Petroleum Chemicals was formed in early 1955 by Cities Service and Conoco to purchase the butadiene plant from the United States Government. An expansion project has recently been completed at this plant.

Pascagoula Is Chosen As Site For Porter Unit

PASCAGOULA, MISS. This Gulf Coast city was chosen by H. K. Porter Company, Inc., as the location of its new magnesia and basic refractory products plant because of "ready availability of raw materials, natural gas, and rail and water transportation."

Officials said also that the growing markets of the South and the aggressive approach of the Jackson County supervisors prompted the company to locate the new plant in Pascagoula.

To be on a tract of 400 acres, the new structure will cost approximately \$8 million and is scheduled for completion in early 1958.

The Porter company operates 12 divisions manufacturing industrial products, and most of the output of the new plant will be handled by Porter's two refractory divisions.



Dr. C. Michael White, who directs the Tom Huston executive teams meetings, is shown standing at right. Other participants are: (right to left) John Usher, plant manager; Robert Chambless, secretary-treasurer; Paschal Allen, personnel manager; Robert H. Baer, assistant sales manager.

Executives Play President For A Day

Members of the Executive team at Tom Huston Peanut Company in Columbus, Georgia, get a chance every week to act in the role of company president. Here's how they go about it . . .

COLUMBUS, GA. Every Monday night at 7:00 o'clock, 20 men file into the sedate board room of the Tom Huston Peanut Company, take seats in the comfortable chairs, and for two and one half hours each gets an opportunity to act as though he were the president.

Armed only with pencils and notebooks and questions, this 20-member executive "team" of the 31-year-old concern that grew from a 5-cent bag of toasted peanuts to almost 20 million dollars in sales in 1955, attacks every phase of the company's operations with the probity of a grand jury.

The average age of the men is 43. At the head of the table sits Dr. C. Michael White, chairman of the Department of Business Administration of Huntington College in Montgomery, Alabama, acting more like the moderator of a large-size quiz show than the astute professor of economics and busi-

REGIONAL REPORTS

ness that he is.

Dr. White's role is that of Educational Counsellor for the Southern Institute of Management and The American Institute of Management. This is the setting for "The Executive Course" developed by SIM and AIM, two not-for-profit foundations in collaboration with more than a score of Southern and Eastern educators and which was over three years in the making.

Dr. White was one of the 15 Southern college and university educators who attended summer seminars on the course this year at Princeton, New Jersey, Administrative Staff College maintained jointly by SIM and AIM. Dr. White and the other educators were appointed educational counsellors for the two foundations following the seminars and are equipped with background and experience to conduct "The Executive Course."

The object of the course is to strengthen the executive "team" by delving into all of the company's operations, raising questions and getting the answers. This is designed to give each individual "driver's seat" vision of the company's total picture just as though he were the president, getting the facts and making decisions.

Five-Month Course

The course runs five months with a total of 16 sessions of two to three hours each. This corresponds to a full three-hour semester college course.

"The company executive taking the course, no matter what his job is, obtains indirectly a 'liberal education,'" says Dr. White. "He receives this in the meaning of words, phrases and technical terminology, ratios, balance sheets, profit statements, production and research, bonds and debentures, accounting procedures, financing, economics, and even advertising, sales promotion and marketing techniques."

"At the same time, he also learns much about all departmental operations of his company. The purpose of this course is to simulate the placing of every executive taking the course in the president's seat, giving him an overall view of his company's entire operations, then having him give decisions and make an appraisal as though he were running the company as its president."

J. W. Feighner, vice president of the company who also is taking the executive course, says, "One of the main reasons we like 'The Executive Course' is



"I have noticed a growing tendency among you to confuse the coffee break with a paid holiday."

that many other courses are designed so that the professor is called upon to more or less tell the company, directly or indirectly, how to run its operations.

"This course, however, avoids that because the educational counsellor is teaching executive technique and not how to run our company. Other courses involve open discussions of another's faults and a company's shortcomings and often wind up as 'gripe sessions.' This course avoids that because there is no discussion at all of the opinions of any man taking the course.

"The only discussion is of facts about the company's operations and definition and comprehension of technical terminology and procedures in learning the executive technique."

"As for our hiring procedures," says Feighner, "it always has been a strongly held policy of the company to promote from within. This has proved to give us a good source of needed executive material and is also an inducement to those young men who become associated with the company at starting levels."

Home Owned

Tom Huston is a home-owned company with 60 per cent of its stock held by residents of the home town. The rest of the stock is widely held throughout Georgia and little of it outside the state. The firm has a total plant employment of approximately 1,000. Its 416 distributors employ 1,263 route truck salesmen calling on more than 300,000 retail outlets.

It furnishes a sizable ready-cash market for the peanut farmers of the sur-

rounding area, last year buying over \$6 millions in stock peanuts. The company also bought over 10 million pounds of base crackers from National Biscuit Company in Atlanta and Strietmann Bakeries in Macon to make peanut butter sandwiches.

Beside its own products, Tom Huston distributes a substantial part of the total production of McAfee Candy Company in Macon and Murray Biscuit Company in Augusta under "TOM'S" brand name.

Net sales of Tom Huston in 1955 totaled \$18,460,375, an increase of more than \$2 million over the previous year. Net income after taxes was \$1,132,054, equal to \$5.03 per share, compared with a net of \$975,810 and \$4.34 per share the previous year. Dividends of \$2 a share on 225,000 shares of common stock outstanding were paid in 1955, compared with \$1.60 the year before.

Earned Surplus

The company retained in earned surplus \$682,054 for 1955 against \$615,810 for 1954. Its earned surplus as of the fiscal year ended August 31, 1956, totaled \$4,880,313. The earned surplus together with the capital stock totaled \$6,005,313 with a per share equity of \$26.69. The company paid \$1,222,613 in Federal income taxes and \$98,272 in state income taxes in 1955.

Howard Bowles, executive vice president of SIM with headquarters in Louisville, serving the 13 states of the South, says the course has two "exceptional factors" that "make for complete honesty and optimum objectivity among the executives taking it and prevent the danger of creating jealousies, petty snipings and breakups of the executive team."

"First, the man taking the course is not 'on the spot' and is completely uninhibited and therefore can be completely honest in his fact-finding and appraisal of the company."

"Second, no one except the man taking the course and the educational counsellor conducting it ever will see the individual's notes and appraisal of the company."

The only requirement for a company to qualify for the executive course, Bowles said, is that the men taking it must qualify for membership in SIM and AIM and that their annual dues be paid. The company takes care of the dues, he said. The company also pays the educational counsellor's fee for

conducting the course.

Bowles said the executive course is based on research and investigations carried on by AIM and SIM, with the help of educators and business executives. During the research, Bowles said it was discovered that every executive performs his function "consciously or sub-consciously" with a certain technique which has been reduced to a four-point formula and embodied in a course which can be taught to others in the executive profession.

These four points were listed by Bowles as (1) To constantly create and recreate in his executive mind the ever-changing overall picture of his own operation and the surrounding world affecting it; (2) To see this picture with "driver's seat vision"—a sense of directional responsibility; (3) To decide and prescribe for the parts of this overall picture—internally and externally; (4) To compare the results of his decisions in terms of all parts of the company as well as dollars.

This four-point executive technique is taught by instruction and practice in the executive course. First, each member of the executive "team" taking the course is instructed in the executive needs of his own organization and our economy in general. The course outline is explained. Then each executive must practice the four-point executive technique on his own organization, figuratively putting himself through the paces of being president. This is accomplished with the aid of a questionnaire that requires the practice of executive technique before it can be answered.

Getting The Facts

To do this, John Usher, plant manager and production head of Tom Huston, for example, digs in and gets the facts of the continuously changing picture of the internal operations of his company and the external factors affecting it. Then, in order to answer many of the questions, John must force himself "behind the wheel" to use the "driver's seat vision" necessary to give him the same look at the organization his president gets. Otherwise, John cannot answer the questions and he will be personally aware of this.

John is a native of Quitman, Georgia, where he finished high school and later attended a small agricultural school at Douglas, Ga., for two years. He served in the U.S. Army in France in World War I, and in 1919 became a partner in a peanut processing and candy mak-

ing business. Here he gained his early experience in production and business, coupled with sales while developing route truck operations. In 1925, John sold his interest in the business and joined Tom Huston in 1926. He has been with the company 30 years. For a time, John played semi-pro baseball and never has lost his love for the game.

Many of the questions require multiple answers and interpretation of facts. Others require an opinion. Therefore John has to use a great deal of decision-making and prescriptions for his com-

pany but also acquires a knowledge of how others have done so.

Finally, John must make an appraisal of his company's weak and strong points. He does this by looking at the picture created by his answers. Does John's appraisal differ from his fellow executives' appraisals? Probably so. Maybe his grammar isn't the best, or maybe he has missed a vital point here and there.

But the important thing is that John is thinking and appraising like the top executive, regardless of his conclusions.



NOW Available source in the South COLD FINISHED BARS

From the first integrated producer of
Cold Finished Bars
in the South
Made of Connors' high quality
Electric Furnace Steel

Call, Wire or Write:

HKP

CONNORS STEEL DIVISION

H. K. PORTER COMPANY, INC.

P. O. Box 2562 Tel. WOrth 1-3711 BIRMINGHAM, ALABAMA

REGIONAL REPORTS

And President Walter A. Richards never will know what John's appraisal said. But John will have the satisfaction of knowing a lot of the answers and a lot of the executive procedures in his company he never knew before.

Does this make John a better executive? He says it will because he's getting the "generalist view" that allows him to perform better in his executive "specialty" of plant superintendent. He's finding out things about his company he never knew before and he's finding how hard it would be to sit in the president's seat.

To analyze and appraise his company's operations, John must delve into these 10 phases of its activity to see how it stacks up: (1) economic function; (2) corporate structure; (3) health of earnings; (4) fairness to stockholders; (5) research and development; (6) directorate analysis; (7) fiscal policies; (8) production efficiency; (9) sales vigor; and (10) executive evaluation.

Summing Up

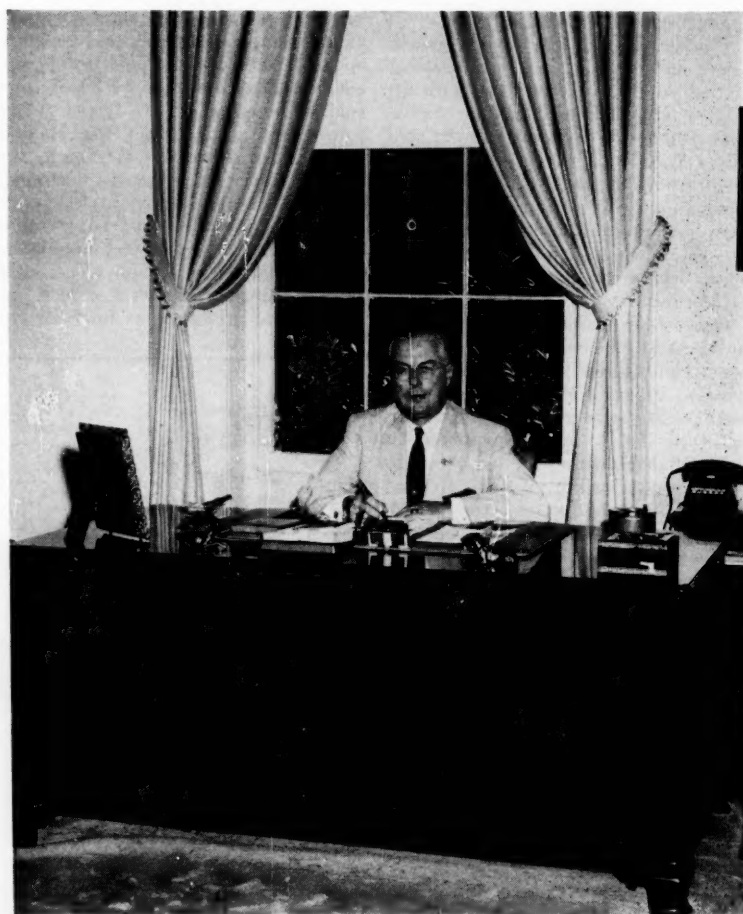
President Richards sums up the executive course and its impact on his executive "team" in this manner: "Our company has been progressive and successful so far because we have concerned ourselves mainly with processing and marketing a fine product. We have dealt fairly with our employees. We have watched costs and improved production. We have done a lot of things that have helped us grow in the right direction. But we have neglected the one thing that can keep our company on a successful road—our executive team.

"The Executive Course is the answer to that problem, we believe. Already, I am finding facts about our operations that I was not aware of, and our other executives are doing the same thing. It's sort of like producing a motion picture study of our operations from the driver's seat."

Lincoln Enterprises, Inc. Launches New Project

RUSTON, LA. The new \$375,000 plant of Lincoln Enterprises, Inc., is in production on barbecue braziers, one of several items to be manufactured by the company when it gets fully under way.

Two giant presses are in use stamping out the blanks for the manufacture of the braziers.



John M. Ward, executive vice president of the Alabama State Chamber of Commerce, is typical of the fine leaders at the helm of active Southern State Chambers of Commerce.

"PEDDLERS OF PROGRESS"

State Chambers Do Big Job In Winning New Industries

By JOSIE LUCCHESI

"Peddlers of Progress" is the name Walter Cates, executive vice president of the Georgia State Chamber of Commerce, has given the Georgia Chamber members.

And this title is aptly bestowed. For the personnel in such organizations all over the South work toward the promotion of their particular state in all ways imaginable. They are the agencies which work swiftly, and often silently, when an industrial prospect is looking

over the region.

The Southern State Chambers have much with which to work. The rich natural resources as well as the ample labor supply that the region has to offer are large factors in the asset column.

Of course, the attraction of immigrant-minded firms is only one phase of the State Chambers' many duties. They also strive to establish a close working relationship between business and industry, and agriculture and

forestry. Most Southern State Chambers have an Agricultural Division and a Forestry and Conservation Division which, besides rendering invaluable service in their respective fields, aid in throwing the support of business and industry to state-wide forestry and conservation programs and programs developed by Agricultural Agencies. Also, the State Chambers help create more markets and assist local activities in these fields.

The Industrial Development Division is a prominent part of most State Chambers. This group's primary objective is to "seek the expansion of existing industry and the location and development of new industry", according to the Alabama State Chamber of Commerce. The State Chambers discourage handouts and impractical offers to prospects, and provide experienced guidance for industrial solicitors. By seeking manufacturers with good background and giving proper regard to existing industry, the State Chambers are helpful in assuring businesslike negotiations and weeding out the "bad apples."

Teamwork is a key factor in the success of the State Chamber of Commerce—teamwork within the Chamber itself, and the all-important tying-up with other organizations that promote industrial development in the respective state, as well as the local Chambers of Commerce.

Southern State Chambers are active in pushing legislation which will pro-

mote a reasonable and equitable tax structure and measures that will keep a friendly attitude between government, and business and industry.

The Chambers make policies and take action on state-wide problems and national issues which are most important to business. Included are such things as social security and unemployment compensation, state and local taxation, federal taxation and expenditures, labor relations, federal-state relations, and legislation relating to special matters of wide business and public interest.

Not neglected are education and health. Recognizing education as a prime need and factor in all state development, the State Chambers promote cooperation between business and education. The Chambers place the support of business behind all measures pertaining to public health.

The Community Development Division of the State Chambers of Commerce assists in establishing local Chambers of Commerce and helps them develop their programs. Through its work with these Chambers at the community level, the State Chamber of Commerce contributes to better community life.

The Division of Information and Publicity keeps businessmen informed through facts and information of all kinds, and seeks to publicize the state's advantages and opportunities. Another important division of most Southern State Chambers is a group which is

devoted to maintaining a favorable climate for business within the state. Improving transportation facilities is the goal of another major division within most State Chambers.

The Tourist Travel Division publishes and distributes tourist literature and answers thousands of queries. This department helps develop the state's tourist attractions, conducts travel promotions and secures national publicity.

Each state's "peddlers of progress" are constantly looking for new ways to sell their own state to prospective businessmen and industrialists. The following are some outstanding examples of excellent promotion done by three of the South's great states.

The Alabama State Chamber of Commerce is noted for achievements over and above the regular work of a State Chamber.

For years this organization has published the only complete Industrial Directory of Alabama; and it was at an annual meeting of the Alabama State Chamber that the Southern Research Institute, then known as the Alabama Research Institute, had its inception.

Boosting the many-sided forestry industry, the Alabama Chamber was one of the original sponsors of the Alabama Tree Farm Program, and has for 12 years co-sponsored with the Future Farmers of America a program of planting pine seedlings. Also, the Chamber was one of the sponsors of the legislation setting up the Alabama School of Forestry at Alabama Poly-



This handsome new Florida State Chamber of Commerce headquarters building was built at a cost of half a million dollars. It houses executive offices, an information center and exhibit halls, covering an area of 35,000 square feet.

REGIONAL REPORTS

technic Institute at Auburn.

Also on the record for the Alabama State Chamber of Commerce are the sponsorship and support of such measures as the State-wide Stock Law, State Severance Tax, and Forest Fire Protection.

The Georgia State Chamber of Commerce provides many publications which are helpful to the development of business and industry.

The "Industrial Survey of Georgia" gives a comprehensive picture of markets and labor sources in Georgia. "Community Data Reports" lists the advantages of 300 Georgia towns, and "Building Descriptions" tells in detail about 100 available buildings.

A monthly newsletter which outlines State Chamber activities and industrial development and business news is the "Georgiagram." The "Georgia Business Barometer" reports on sales by counties, and employment and construction. "Prospect Sources" supplies leads on prospects and lists firms which serve such clients.

Georgia businessmen get together with State Legislators to keep up with legislation affecting business at "Eggs and Issues" breakfasts, sponsored by the Georgia Chamber. These breakfasts, held at Atlanta hotels when the Legislature is in session, give businessmen the opportunity to speak their views on major issues, and help to create a closer relationship between business and lawmaking.

Georgia's Chamber of Commerce encourages higher educational standards through their "Teacher of the Year" recognition, and their active work in teacher recruitment.

Another "typical of the best" Southern Chamber of Commerce is found in the State of Kentucky.

The Kentucky State Chamber of Commerce has received the distinguished Certificate of Merit from the National Awards Jury of the Freedoms Foundation at Valley Forge.

The coveted award, according to Barney A. Tucker of London, president of the Kentucky Chamber, was received from the nomination submitted by the K.C.C. Community Development Program for 1955.

Highlights of the community development program include a progress report entitled "Industry has Faith in Kentucky"; "Get Set for Sales", dealing with the Main Street Modernization program; and a new approach to industry called "Keep your Date with

Destiny."

The Kentucky State Chamber conducted the opening ceremonies of the commercial wing of the new \$16 million Kentucky Fair and Exposition Center during Chamber of Commerce Day at the Kentucky State Fair, Sept. 7, 1956.

The Southern State Chambers of Commerce are composed of men with foresight who realize that their future is dependent upon the future of their state, and who are willing to work diligently to make their state the finest in the nation.

Among the chambers in the South involved in "pulling in" outside industrialists are the following:

ALABAMA

Alabama State Chamber of Commerce
468 South Perry Street
Montgomery, Alabama

ARKANSAS

Arkansas State Chamber of Commerce
911 Wallace Building
Little Rock, Arkansas

FLORIDA

Florida State Chamber of Commerce
P.O. Box 8046
Jacksonville 11, Florida

GEORGIA

Georgia State Chamber of Commerce
Forsyth Building
Atlanta 3, Georgia

KENTUCKY

Kentucky Chamber of Commerce
317 Fincastle Building
Louisville 2, Kentucky

MISSISSIPPI

Mississippi Manufacturers Association
100 E. Pearl Building
Jackson, Mississippi

OKLAHOMA

Oklahoma Development Council
Suite 1120 Republic Building
Oklahoma City 2, Oklahoma

SOUTH CAROLINA

South Carolina Chamber of Commerce
Box 424
Columbia, South Carolina

TEXAS

East Texas Chamber of Commerce;
Longview, Texas
South Texas Chamber of Commerce;
San Antonio, Texas

VIRGINIA

Virginia State Chamber of Commerce
111 N. 5th Street
Richmond 19, Virginia



Howard B. Johnson succeeds Robert S. Lynch.

Howard Johnson Named President Of Atlantic Steel

ATLANTA. Atlantic Steel Company, Georgia's only steel mill and one of the nation's few wholly independent steel producers, has a new president. He is Howard B. Johnson who formerly was executive vice president.

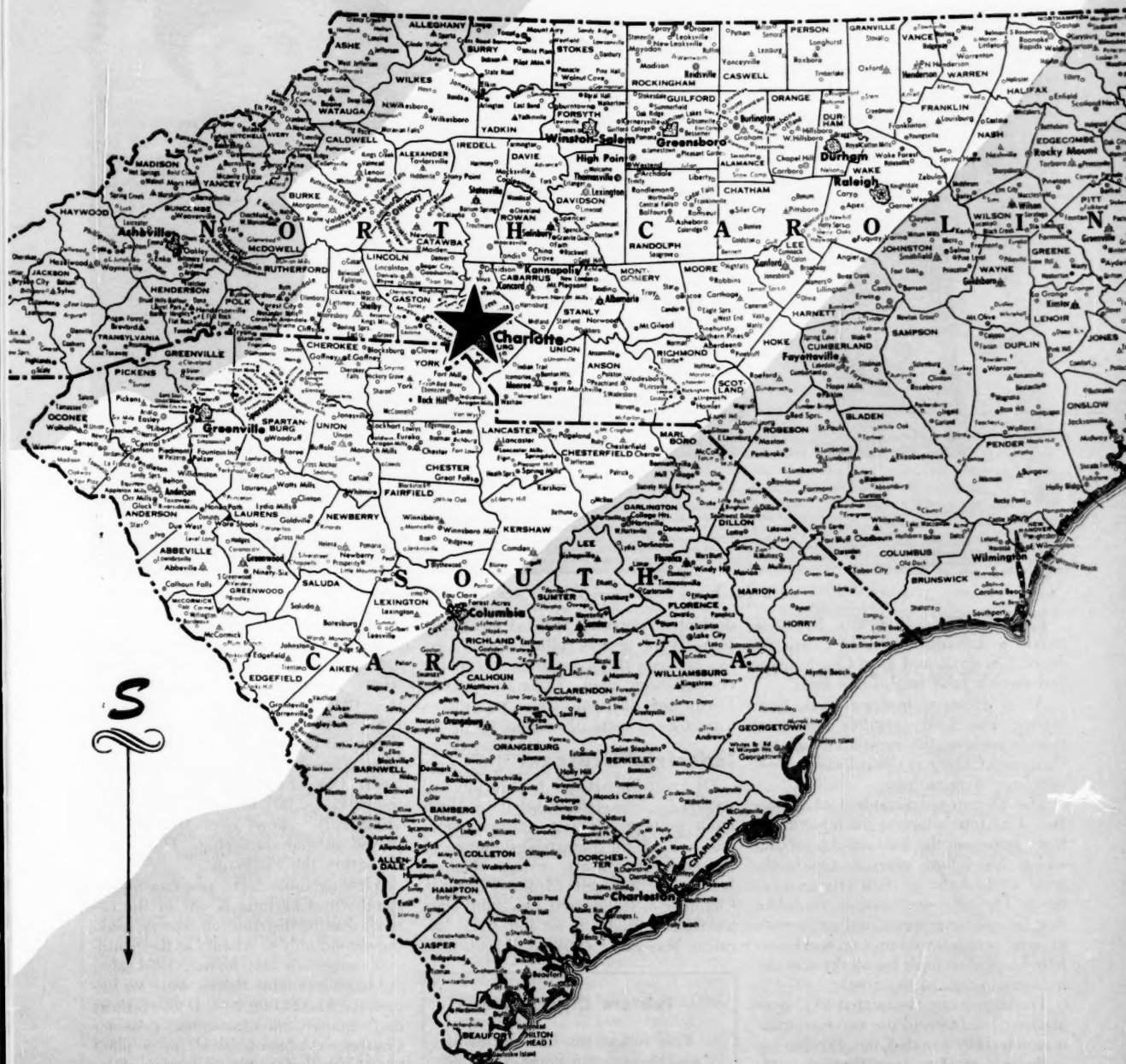
Johnson succeeded Robert S. Lynch who was elected chairman and chief executive officer. Charles F. Stone, who had been board chairman since 1947, was named chairman of the executive committee.

Born in Tallapoosa, Georgia, Johnson is a graduate of the Georgia Institute of Technology. He started with Atlantic Steel as an accountant in 1933 and moved steadily up through the ranks.

Lynch, who also is chairman of the board of Continental Gin Company, Birmingham, is an alumnus of Ohio State University. He came to Atlantic Steel as general superintendent in 1944 and had been president since 1947. Both he and Johnson are leaders in a number of civic, charitable and trade organizations.

Stone has been with the company since 1910. He has served as an officer and director for a number of years and had been board chairman since 1947.

They talk a new state in **CHARLOTTE, P.C.***



*Piedmont Carolina

Charlotteans claim to capital the richest area in the Industrial South.

And they present impressive supporting facts. Here's the story ...



Phil Van Every: A manufacturer-mayor can appreciate profits.

CHARLOTTE. Phil Van Every is mayor and manufacturer in Charlotte, North Carolina, and most Charlotteans feel there's good reason he's both.

As a dynamic business and civic leader, Van Every typifies the spirit that is pushing the capital city of the Piedmont Carolinas toward major metropolitan designation.

The 43-year-old president of Lance, Inc., Charlotte's largest manufacturing firm, possesses the business leadership which his fellow citizens apparently want at the helm of their city government. The city electorate is confident that businessmen know and appreciate growth, progress and profits, and Charlotte has staked itself for all three in the industrial surge of the South.

The largest city (estimated 1957 population: 161,000) in the two Carolinas is wonderfully situated, too, for sharing in the growth of an area whose expanding horizons can be rivaled only by the West Coast.

Charlotte sits astride the Piedmont crescent — halfway between Baltimore and Birmingham, and equidistant from the mountains and the sandhills. Actually, the name "piedmont" is a Latin

derivative, meaning "foot of the mountains." The area is rolling country, lying between the Appalachians and the coastal water shed. From the Mason-Dixon line, deep into Dixie, it stretches a distance of some 700 miles.

Industrial Crescent

Of great importance to centrally situated Charlotte is the fact that this Piedmont plateau contains approximately one half of the industrial counties of the entire Southeast. Frank Mueller, Industrial Manager of the Charlotte Chamber of Commerce, can point over his right shoulder to an Industrial Location Map and a crescent of industrial

counties is readily apparent.

According to a recent survey, there are sixty-four counties in the Southeast where manufacturing employment is over 10,000. Thirty-four of these counties, or better than 3%, lie in the Piedmont crescent. All but two of the 34 counties show 10,000-50,000 employment. One (Fulton County, Georgia) indicates 50,001-100,000; the other (Baltimore) shows over 100,000 employed in manufacturing. These, too, lie within the Piedmont.

Viewing those facts, one can understand why Charlotte is one of the nation's leading distribution centers, ranking second only to Atlanta as the Southeast's wholesale sales leader. 1954 sales, the latest available figure, were an impressive \$1,324,000,000. It also follows that many manufacturers consider Charlotte's location ideal for a plant to produce for the concentration of industrial accounts in the crescent.

The core of this rich belt binding Deep South with the East is the Piedmont Carolinas, 24,300 square miles of the plateau which lie between the North Carolina-Virginia line and the Savannah River. Seventeen of the 34

Feature City Series

This is another in a series of special reports on Southern cities and metropolitan areas which enjoy unusual growth possibilities. Reprints of this section are available from the Charlotte Chamber of Commerce, Charlotte, North Carolina.

industrialized counties mentioned earlier lie within the Piedmont Carolinas—better than 25 per cent of the Southeast's total.

Ambassador Reed

Ambassador without portfolio for this region is C. S. (Chuck) Reed, whose oratory on the Piedmont has been heard across the nation. As a vice president of Duke Power Company, the principal power supplier for the area, Reed has become an authority on this portion of his adopted Southland.

The Pittsburgh native revels in relating to power company officials, industrialists, Civil Aeronautics Boards (the



Charlotte, the largest city in the Carolinas, is centered in the two state area (only 15 miles from the South Carolina line) and serves both markets. Its central position in the Piedmont has been a big factor in the city's development as one of the South's leading distribution points.

Lance: A Story of Peanuts To Millions

Nobody thinks of Charlotte, North Carolina, in terms of peanuts. There's just nothing about the hustling city, rich in nearly every facet of its booming economy, that suggests the lowly, earthy goober pea.

But, like so many other commodities, the peanut had its place in the development of a city which has risen from the red clay of the Piedmont plateau to dominate the Carolinas and spread its influence over a goodly chunk of Dixie.

When the century was still in its early teens a resourceful food products salesman named P. L. Lance got stuck with a quantity of peanuts which had been rejected by a local grocer. Undaunted, Lance roasted the nuts in his kitchen at home and hawked them on the streets of Charlotte at a nice profit.

That was the birth of the fabulously successful House of Lance, renowned through the land for its myriad of peanut products, the tasty snacks in cellophane packs.

Forty-five years and billions of peanuts later, the Lance name rivals that of Coca-Cola as the South's contribution to the American soda fountain. Lance products are now distributed over half the states of the Union from sizable plants in Charlotte and Texas, and the company is reputed to be the largest exclusive peanut butter sandwich manufacturer in the world.

CAB accorded him a rare applause recently for his strong and witty presentation of the Charlotte case) and those unaware of the area's potential just what sized giant is awakening in the Piedmont Carolinas.

"You can," says Reed, "take an equivalent area of approximately 24,000 square miles around any city in the South and the Piedmont Carolinas will lead all of them in population, income and business volume."

In effect, with 2.6 per cent of the South's land area, the Piedmont Carolinas boasts 5.4 per cent of the population, 6 per cent of the income and 7 per cent of the business volume.

Based on figures from the *Blue Book of Southern Progress* for 1954, the Duke Power Company official's study shows that the Piedmont Carolinas population of 2,933,000 edges even a similar sized area containing both Atlanta and Birmingham, which has 2,892,000. The combined Atlanta-Birmingham area has less business volume than the Piedmont, 13.6 billion dollars to 14.8 billion, and a total income of 3.86 billion dollars compared to Piedmont's 3.83 billion.

While diversification has been its byword for the past decade, the Piedmont Carolinas' principal products have been its nation-leading textiles, furni-

ture and tobacco.

The area contains more textile spindles, looms, full-fashioned hosiery machines, circular knitting machines, and dyeing, bleaching and finishing plants than all the rest of the South combined.

"Starting With Diapers"

"Starting with diapers, as we all must," says grandfather Reed, "a large percentage of the country's production of underwear, petticoats, pajamas, towels, sheets, blankets and kindred products come from the Piedmont Carolinas."

As for hosiery: "Figuratively speaking, we cover one leg out of every pair in the country."

A one-industry area? Perhaps it was once so, but those days are past. Duke Power points out that while its textile load has been increasing, other loads are growing at a greater rate. Where textile revenue once comprised more than 50 per cent of Duke's total, now it is less than 30 per cent.

If one uses tobacco anywhere in the country — whether he smokes, dips, sniffs or chews—chances are one in three that it was processed in the Piedmont Carolinas.

And while Piedmont furniture manufacturers recognize the great output from Grand Rapids, they are obliged

A Pittsburgh-born power company official is



"Who can challenge the Piedmont Carolinas?"



"Sure, others are rich."

to confess that ten Piedmont Carolina counties produce more furniture than the entire state of Michigan.

A 'Sweeter' Economy

Ambassador Reed also notes, among his impressive statistics on the Piedmont, that in the successive seasons of 1953 and 1954 one county (Spartanburg) in the Piedmont Carolinas produced more peaches than the entire "Peach State" of Georgia. "Peaches don't use much power," quips powerman Reed, "but they sweeten the economy."

These basic, older industries of the

Piedmont wouldn't appear to use a tremendous volume of steel, either, but they've considerably sweetened the steel producers' economy. So rich an area do they consider the Piedmont, primarily a non-metal working section, that seven steel firms have major warehouse installations in Charlotte.

One of them is Joseph T. Ryerson & Son, Inc., the country's largest steel service organization, which located in Charlotte in 1953.

Now leasing a 10,000 square foot warehouse which serves both North and South Carolina, Ryerson will break ground in April, 1957, for a new plant and office facility that will cost more

than one million dollars. Originally, a 50,000 square foot plant was planned, with provision for expansion. However, current plans call for initial construction to provide considerably in excess of this area.

Where is the market in this non-metal working region?

"Textile mills, chemical companies, and paper plants, to name some of the industries in the area that do not make things out of steel, are large consumers of steel," relates Wilson Young, Ryerson's General Manager for Charlotte. "We stock the types, sizes and shapes they need. And we get the steel to them quickly, in any quantity, cut to order, ready to use."

The rest of the South is now served by Ryerson out of Philadelphia and Cincinnati. Will the expanded Charlotte facilities mean that the Southern market will all be served from Charlotte?

"No," says Young. "We will concentrate our service in the Carolinas, and the eastern part of Georgia."

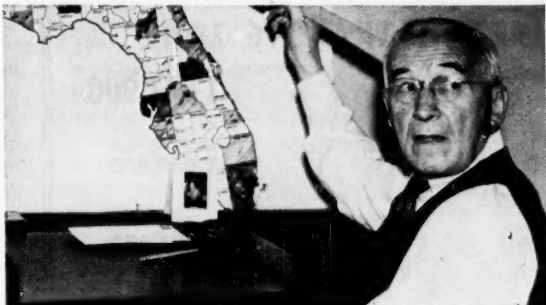
"Why did we decide to build a larger steel service plant than originally planned? There are two reasons, basically. First, our method of operating has caught on, bringing still more customers to us, and necessitating considerably larger quarters. Second, the whole area is growing and we naturally expect to share in the additional business that is created. Putting the two together, it seemed only logical to aim a bit higher in our building program."

Another outstanding success story in steel warehousing is told by Edgcomb Steel Company, whose Charlotte warehouses are the largest steel warehouses in the Carolinas and the largest warehouses of diversified metals in the Southeast.

<i>Wholesale</i>	
SALES IN SOUTHEAST	
Atlanta	\$2,902,687,000
CHARLOTTE	\$1,257,399,000
Birmingham	\$ 943,276,000
Richmond	\$ 902,921,000
Jacksonville	\$ 793,398,000
Source: U. S. Bureau of Census, Wholesale Trade Report 1954 (latest available figures)	

CHARLOTTE

'ambassador without portfolio' for Piedmont Carolina



"But look at the figures . . . the richest region in the South."

Frank F. Rose, vice president of Edgcomb and head of the Charlotte plant, was instrumental 12 years ago in getting the Philadelphia headquarters of his company to give serious thought to servicing the Piedmont Carolinas in metals. A sales office was opened in Charlotte in 1945.

"We set up here with two people," Rose recalls, "myself and my secretary. We had 150 square feet of office space in the City Savings Bank building."

The response and demands upon their metal service exceeded all expectations. As a result, eleven years later Edgcomb has just completed the fourth

major expansion of its office and warehouses on Atando Avenue, giving it a total of 75,000 square feet of space.

If the Piedmont Carolinas have proved unusually profitable to the steel merchants its population characteristics also stamp the region as unique among the economic areas of the South. Contrary to general expectations of so populous and productive an area, there is no metropolitan nucleus of half a million people or more.

Charlotte (whose 30.1 square mile corporate limits will probably receive extension authorization by the 1957

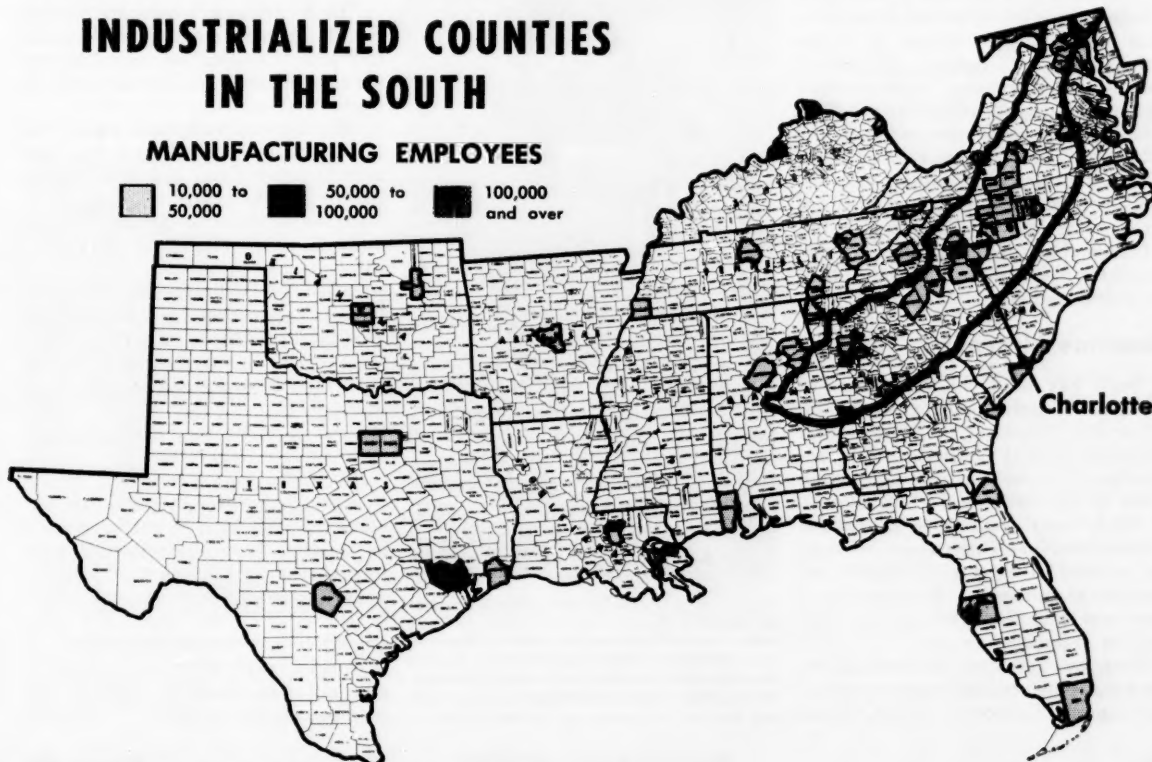
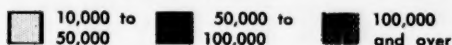
N. C. State Legislature) is the capital city of the Piedmont Carolinas.

Ringling Charlotte in a forty mile radius, however, and dependent upon it for metropolitan facilities is a series of eight medium-sized towns, ranging in size from 16,000 to 35,000. Together these towns alone add 186,000 people to Charlotte's immediate area.

Taking its entire Audit Bureau of Circulation Retail Trading Zone, Charlotte's ABC market swells to the largest in the Southeast, with 1,061,000 people living within its 26 counties. Understandably, Charlotte perennially is

INDUSTRIALIZED COUNTIES IN THE SOUTH

MANUFACTURING EMPLOYEES



Map reproduced by permission Mill & Factory Magazine



Tryon Street, through the heart of downtown Charlotte, is main street not only to 161,000 Charlotteans but to the largest ABC Trading Zone in the Southeast. Much of Charlotte's trading area strength lies in the many towns of 10-40,000 population within a 60-mile radius of the city.

head and shoulders above any other city in the Carolinas in retail sales.

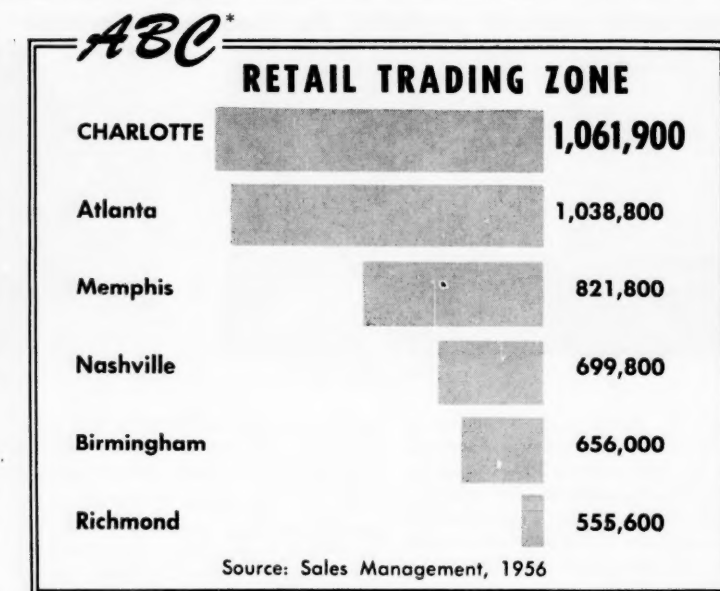
This lack of a concentration of population in one or two metropolitan areas has been of major interest to industrialists as the federal government places ever increasing emphasis upon dispersion. In expanding into the Piedmont Carolinas, and more especially the Charlotte area, manufacturers have found that they can conform to a dispersion pattern, but they are not forced at the same time to build their plant out of reach of labor. Rather, they are able to set the plant down right in the midst of a well-spread pool of workers.

Douglas Aircraft

Such has been the experience of Douglas Aircraft Company, located on 77 acres of former U. S. Quartermaster Depot property in Charlotte for the production of guided missiles. Conversion costs of the Depot were \$22,000,000.

While exact employment figures are not revealed for security reasons, Douglas expects to employ "hundreds" of workers over the next two years as it gets into full production of the Nike and its sister missiles.

Douglas potential production capacity and its ultimate employment totals cannot, of course, be stated. On the



*Audit Bureau of Circulation

basis of square footage, however, the sprawling Charlotte Division presently



Wilson Young (right), Charlotte general manager for Joseph T. Ryerson and Son, shows to Charlotte Chamber of Commerce Industrial Manager Frank Mueller the exact location which Ryerson has chosen for erection of its giant new steel service plant. Construction will begin in April and the cost will exceed one million dollars.

covers 1,400,000 square feet and may be expanded if necessary. Douglas officials do not deny the possibility that Douglas may someday produce air products at Charlotte other than missiles for defense.

"To be truthful," recounts Sheldon Smith, general manager of Douglas' Charlotte Division, "we were delighted with the location of Charlotte and the type city it was.

"We have already had more than 20,000 applicants for jobs in the Charlotte Douglas plant, and it is interesting to see the distribution on them. Many come from as far as 50 miles away, a great number of them from rural homes.

"There's a fairly simple explanation, I think. Less and less farming is being done in North Carolina and these people need jobs in industry either to supplement their farm income or to supplant it."

How easily do they make the transition from farm to factory?

"We're having a wonderful success with the changeover by providing adequate training. Most of our labor force has never worked at manufacturing before, but they have sort of inherent know-how for fixing things, undoubtedly picked up on the farm. They adapt quickly to mechanical operations."

Douglas' experience with hiring engineers for its Charlotte operation has been equally successful.

"Many Charlotte men and other Southern boys who are trained at excellent engineering schools have wanted to return home, but in the past have had to move elsewhere to put their talents to work. We are doing very well here in attracting engineers to our plant. And as Charlotte College develops and expands, we will be able to train more and more of our people right in Charlotte in the fields of electricity and electronics."

Charlotte College

Charlotte College, begun in 1946 as a post-war branch of the University of North Carolina, has since become a two-year evening college supported principally by Charlotte tax funds. Some 360 students in the Charlotte area, 70 per cent of whom work, commute to classes in such courses as accounting, electricity, electronics and metallurgy.

In 1956, the State Advisory Budget Commission recommended that the State Legislature grant \$425,000—to be matched by a like amount from Charlotte, for the construction of a building for Charlotte College. The College now meets in the Central High School building, with one section built for and used exclusively by the College.

George Peele, manager of the 85,000 square foot Kroehler Manufacturing Company's Charlotte plant, found the same available labor for furniture that is filling Douglas' need. Kroehler's plant, built in 1950 and expanded again in 1953, is located on the east side of



Believing in the potential of the Piedmont Carolinas, Frank Rose helped convince Edgcomb Steel to open a sales office in Charlotte in 1945. The Edgcomb vice president has since seen his Charlotte operation expand four times, currently covering 75,000 square feet in office and plant space.

the city, on the Old Monroe Road. "I'd say at least 50 per cent of our employees drive in daily from Union County," Peele said. Union, adjacent to Charlotte's Mecklenburg County, has as its county seat Monroe, a town of 10,000 people 20 miles southeast of Charlotte.

Labor had a great deal to do with the decision of two other firms locating in Charlotte—labor and market.

Pelton and Crane, Inc., and Consolidated Brass Company were both Detroit companies which in 1955 and early 1956 moved their complete opera-

tions to Charlotte. Their moves were, for the most part, independent of one another.

Pelton and Crane, one of the nation's leading manufacturers of dental and surgical equipment, was literally squeezed out of Detroit. Most of the company's competition is located in small eastern communities.

In The Squeeze

"In Detroit," President G. Randolph Babcock explains, "we were paying 25 cents an hour more than our competitors. But this was still 30 cents an hour less than the automobile industry. We were in a squeeze."

"We selected Mecklenburg County basically because of its location—a general distribution point, available to raw material, within 500 miles of 50 per cent of the population."

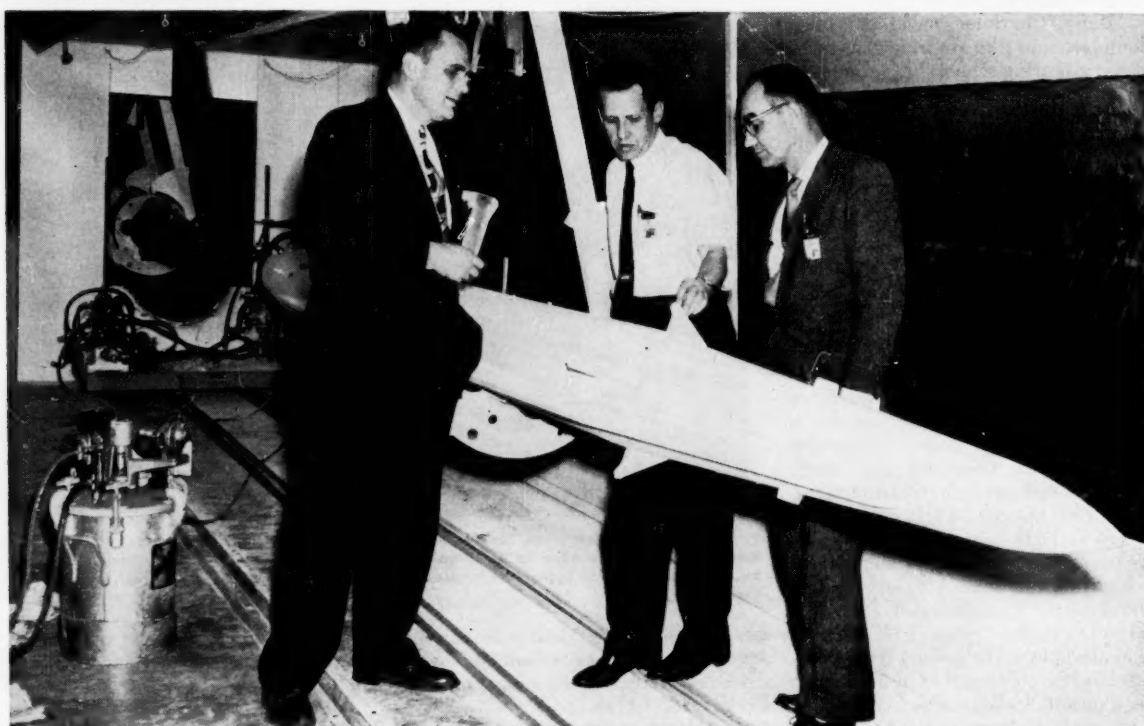
"We almost chose a smaller city, though," Babcock remembers. "It never occurred to us that Charlotte would be interested in a company our size."

Now Babcock is one of Charlotte's most active civic workers, and he is quick to tell the story of his company's high satisfaction over the move.

"Charlotte has been everything it promised and more. Take the atmosphere here; absolutely no comparison. Employees want and appreciate a job. They're cooperative and willing to learn."



Ron Sparks is a mountaineer who moved to the Piedmont in 1956. He relocated his heavy equipment distributorship from Western North Carolina in Charlotte "because Charlotte is a natural distributing center by location, and it is in the middle of a tremendously growing market." The handsome home of Mitchell Distributing Company was completed in August at a cost of \$225,000.



Sheldon Smith, general manager of the Charlotte Division of Douglas Aircraft, confers with superintendent of assembly Bill Hoffman and works manager Jack Rogan concerning paint application on a completed Nike guided missile. Fumes from the paint-sprayer are sucked up into the bin in the background, where water constantly runs to bathe the air.



Cross Country Move No Cause For Tears

On the wall of Sheldon Smith's office at Douglas Aircraft Company is a caricature drawing, depicting Smith's transfer from Santa Monica, California, to Charlotte.

It shows Smith astride a guided missile, waving good-bye to the palms of California as he heads for the magnolias in the Southland. And there are tears in his eyes.

Shel Smith cherishes the drawing because it contains the signatures of many friends at Santa Monica, but he has to smile at the tears. He and those who made the move to Charlotte with him are quite happy in their new home.

"We moved 35 families from California to Charlotte," says Smith, "completely across the country. After 18 months not a single one has even mentioned a possible transfer back West. We think that is simply amazing."

Like every industrialist who considers a major move, Babcock talked it over with his friends and business associates.

"They thought we were taking a considerable risk," he recalls. But production running ahead of the Detroit rate has dispelled any doubt now. 1955 was the biggest year in the company's history at the time, notwithstanding the time lost in the move South. 1955 sales were up 7 per cent over 1954, and the 1956 figure topped 1955 by 15 per cent.

While Babcock pondered becoming the first manufacturer of dental and surgical equipment south of the Mason-Dixon, Clarence G. Mosack, president of Consolidated Brass Company, was also being worried by competition operating in lower cost areas.

One of Mosack's biggest customers was Gastobac Company, a Charlotte firm that has grown phenomenally as producer of propane gas heaters for curing tobacco. Founder G. S. Horne and sons Frank, president, and Bill, vice-president, urged Mosack's consideration of Charlotte. So did the Charlotte Chamber of Commerce's Industrial Committee.

Enter The Family

Fifteen key executives and their families looked the area over. They were looking for "livability" in a proposed new location. They selected Charlotte, large enough to please metropolitan tastes in recreation, culture, shopping and education, but with ample living room as well.

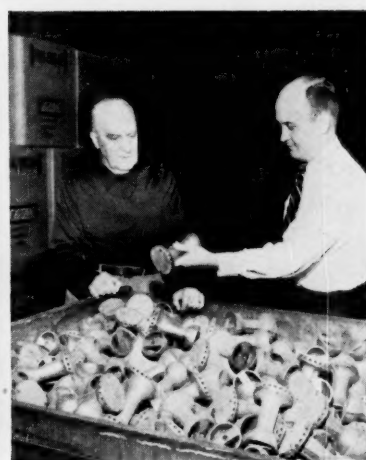
Clarence Mosack advised friends of the company's intended move and met questions like "Charlotte? Where's that? How big is it?"

"They have visited us since," Mr. Mosack reports, "and they are amazed at Charlotte's progressiveness, its stores and its cleanliness."

Currently leasing a Charlotte building, Consolidated Brass will eventually build a 45,000 square foot plant and foundry on a six and a half acre tract near Matthews, a community of 700 persons 12 miles southeast of Charlotte.

Among the 2,500 different brass pipes and fittings that rang up a total sales figure of \$1,700,000 for Consolidated last year is one that has virtually revolutionized tobacco curing, not only in the tobacco rich Carolinas but throughout the world. Its user is a Charlotte firm, the aforementioned Gastobac Company.

A Salesman Sold By His Customer



When Clarence Mosack began planning a move from Detroit for his Consolidated Brass Company, one of his Charlotte customers, Gastobac Company, strongly urged his consideration of Charlotte. Mosack did consider Charlotte, and located his plant here in 1955. Now Gastobac founder G. S. Horne and son Frank, president, are delighted to have one of their major suppliers just across town.

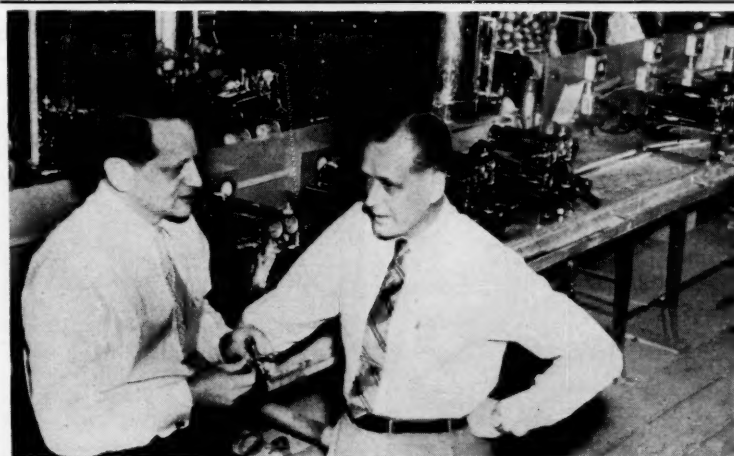
Under the old method of flue-curing with charcoal fires, farmers hung their sticks of green leaves in the tobacco barns and fired the barns—a delicate and tiresome process. It usually meant constant attention by the farmer over a three to four day period.

The Gastobac system consists of small gas-burning stoves which sit on the floor of the tobacco barn five feet apart, sending heat up into the tobacco

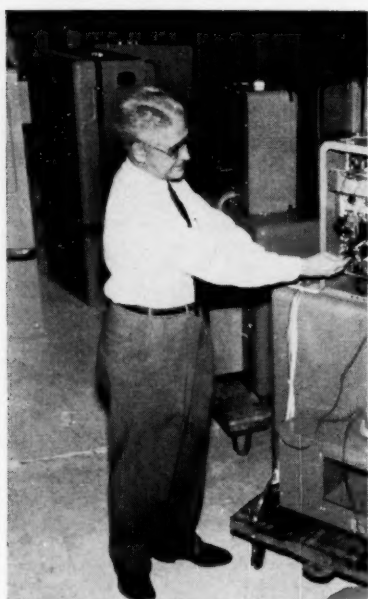
—constant and smokeless. The stoves are connected by their fuel pipeline, whose source is a gas tank nearby.

By setting a master thermostat located near the barn door, the farmer gets his full night's rest. And Gastobac claims that its low heat method of curing leaves maximum oil and gums in the leaf, thus increasing the cured weight and value of the tobacco.

A New Start In A New City



Pelton and Crane vice president George Landman discusses the sterilizer assembly process with president Randolph Babcock in the company's new plant on Charlotte's Clanton Road. Like Consolidated Brass, Pelton and Crane moved south from Detroit in 1955.



C. R. (Pete) Harris, Pneumafil Corporation president, stops on a tour of his plant to check the wiring installation on a Pneumastop, one of the many products of the rapidly diversifying Charlotte firm.

Through a bright yellow steel barn top ventilator, Gastobac enables the farmer to keep perfect desired ventilation, cutting curing time and lowering costs.

Gastobac's manufacturing process is basically an assembly job. All component parts are purchased ready for assembly. That keeps overhead down,

enables the company to keep as many salesmen on the road as it does workers in the plant.

Last year the company's sales, gleaned from such distant points as Canada, Italy, and South Africa, topped a half million dollars, and Gastobac is today the largest manufacturer of gas curing systems in the country.

G. S. Horne developed the Gastobac stove several years ago when working with a propane gas company, fulfilling a farm need and supplying the gas company with a summertime fuel load.

Though its founder was a Charlottean, Gastobac actually began operations in Oxford. "We wanted to locate as close to the tobacco market as possible," explains N. C. State graduate Bill Horne, "and we wanted to overcome our natural hometown prejudice.

Back to Charlotte

"But from a service standpoint, transportation brought us back to Charlotte."

President Frank Horne, a University of North Carolina graduate who heads the company's sales effort, commented that because of the excellent trucking facilities available in Charlotte, Gastobac can often make delivery quicker than competitors who are located closer to the customer than they are.

"There is one gas company (all Gastobac systems are sold through gas companies) which can actually get quicker delivery from us than it can



J. P. Stevens comptroller W. T. Stockton is highly pleased with his company's accounting department move to Charlotte last year. From Charlotte, Steven's accounting force can better serve the majority of its 35 mills in the Southern states.

on systems from an outfit in its own town.

"They call us one afternoon, and a Charlotte trucking firm has their order there before the local outfit is making deliveries."

It is just such service that is building the growing trucking industry, say trucking lines.

That statement is backed up by one of their largest equipment suppliers.

Charlotte Is Centered In "Variety Vacationland"



Charlotte's central location in the Piedmont is boon not only to the businessman, but the weekend citizen as well. Only a few hours drive from Charlotte are such famous vacation spots as Chimney Rock in the Great Smoky Mountains, the golfing mecca of Pinehurst and Cape Hatteras lighthouse on the Atlantic coast.



Textile Division headquarters for Celanese Corporation of America are housed in this 240,000 square foot building in Charlotte's south suburbs. The \$5½ million structure is the largest office building in the state. At right, Celanese's Chet Whelchel shows visitors one of the wall murals in the building's marbled lobby.

Fruehauf Trailer Company, who add that the Carolinas is one of the greatest trailer markets in the world.

"In 1956," says Fruehauf Charlotte Branch Manager Sam W. Yandle, "the Charlotte branch did more business than any of our 74 other branches, except Chicago and Los Angeles."

"The Charlotte office is consistently between second and fourth in sales in the organization. During 1956 our sales ran over the \$10,000,000 mark, a significant increase over a previous high of \$7,000,000."

Yandle believes, too, that the growth of the trucking industry has been primarily due to its ability to give service, particularly in overnight delivery.

Trucking Center

Charlotte, because of this location in the middle of the Piedmont crescent, is but an overnight haul to virtually any point east of the Mississippi, and has thus grown as a principal distribution point with 98 truck lines maintaining operating facilities in the city.

As Gastobac sprouted and grew among tobacco plants, Charlotte also spawned Pneumafil Corporation, whose success in serving the surrounding textile industry has been equally astounding.

C. R. (Pete) Harris, a regional manager for Carrier Corporation in the early 1940's, was introduced to the Pneumafil system by its developers, Luwa, S. A., engineers and manufacturers in Zurich, Switzerland. Convinced that the system would have terrific marketability in the American textile industry, Harris obtained the

rights to manufacture and sell Pneumafil equipment in the Western Hemisphere.

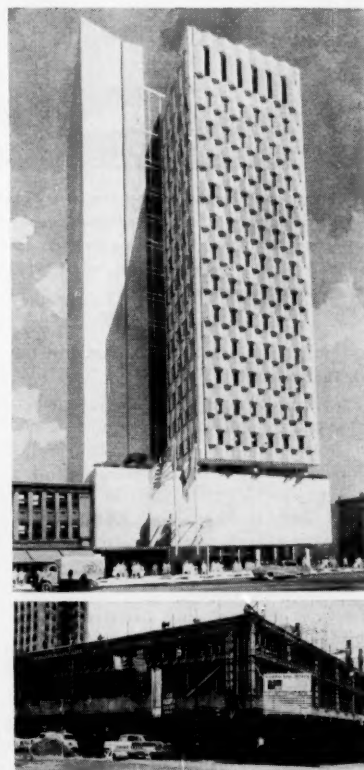
Pneumafil, a contraction of pneuma or air and fil or fibre, vacuum cleans operating textile machinery and rescues broken "loose end" yarn by means of a rigidly installed network of ducts and tubes. Lint is eliminated and broken fibers are recaptured for reprocessing by being sucked into Pneumafil tubes and collection bins. For the textiler, this means reduction in labor cost, increase in production and improvement of yarn quality.

Harris launched Pneumafil Corporation in 1946 in Charlotte, the heart of the nation's textile industry. He faced the problem of setting up precision metal manufacturing and introducing a completely new concept to the textile market.

At that time, Pneumafil was manufacturing in 5,500 square feet of an abandoned machine shop. It made its first installation in 1947 in Avondale Mills, Alabama. Other single unit installations followed. Test figures showed that mill owners could save annually as much as \$1 per spindle. When a good sized mill may contain 40-50,000 spindles, that's a healthy annual savings.

Now Pneumafil is spread over 105,000 square feet off Charlotte's Wilkinson Boulevard. Its installations are in the vast majority of the mills in the industry, and employment tops 400. The company's Special Products Division began in 1953 working for diversification, and today Pneumafil also produces vending machines, power transmission line alarms and shock

Skyline Addition



Now rising at the corner of West Trade and South Church in Charlotte is the 15 story Wachovia Bank and Trust Company building. Wachovia, who will put out approximately \$5,000,000 for the modern building, expects to occupy it by early 1958.

CHARLOTTE



Charlotte's busy Douglas Airport enplaned 324,876 passengers in 1956. In 1955 the city boarded more passengers than did 21 individual states. On a per capita basis, Charlotte boards more air passengers than any cities in the country, except Miami and Dallas. The Eastern Air Lines air freight terminal, completed in the fall of 1956, is the only exclusively designed air freight building on Eastern's system.

and vibration control systems for the aircraft industry.

Since the Reconstruction days when it gave the South its first bonded warehouse system for adjacent cotton mills, Charlotte has, of course, had its growth closely linked to the textile industry. From the combined standpoint of location and facilities, the city is without peer to serve that industrial giant.

Good businessmen that they are, Charlotte leaders work for diversification, but they have not forgotten textiles. It is too closely woven into the fabric of their lives. Textiles are, for example, to a great measure responsible for the Piedmont's growing chemical industry, providing the materials for dyeing, finishing and otherwise treating textile products.

C. W. (Pat) Gilchrist, president of Charlotte Chemical Laboratories, Inc., and a life-long laborer for Charlotte, points out that there are more chemical

companies represented in Charlotte than in any other city in the Piedmont.

It's natural, too, that Charlotte has developed as financial center for the textile industry and for the Piedmont Carolinas. The city has an impressive total of 10 offices of New York Stock Exchange member firms, as well as its eight banks and a branch of the Federal Reserve Bank.

Celanese Corporation, recognizing Charlotte as the natural nucleus for its Textile Division, erected in 1953 a \$5½ million office building on 95 acres of land purchased from the estate of former North Carolina Governor and Senator Cameron Morrison. With 240,000 square feet, it is the largest office building in the State, and currently houses about 430 employees.

Conveniently near-by is Celanese's huge Celriver synthetic fiber plant at Rock Hill, South Carolina, less than 30 minutes drive from the Textile Division Headquarters.

"Only the beginning"

Celanese President Harold Blancke, commenting on the Charlotte location of the firm's textile operations, prophesied: "I would imagine that what we have started here is only the beginning of a large undertaking."

As a "for instance," the company has just this past month opened an \$8,000,000 development laboratory, located on a 114 acre tract near the Headquarters building.

1956 saw another famed textile name, J. P. Stevens Co., Inc., locate the bulk of its accounting activities in downtown Charlotte in order to be closer to its mills.

Presently renting the 16,000 square foot Cato Building on Charlotte's West 4th Street, Stevens will get into bigger quarters eventually. Right now, they're consolidating their move.

"Any move takes you a while to settle down," admits Comptroller W. T. Stockton, who since Stevens' accounting move to Charlotte has been shuttling between his new home and New York.

"But without exception — and it is unusual, every one of our people who has moved down here is tickled to death.

"One of our best young men in New York had never visited out of that area and showed no interest in moving South. When we began planning this move, I just assumed that he wouldn't want to go, and I began making plans to transfer someone else.

Air

PASSENGERS ENPLANED 1956

Atlanta	563,983
CHARLOTTE	324,876
Jacksonville	301,123
Nashville	264,323
Birmingham	258,602
Richmond	168,301
Greensboro	153,276
Columbia	96,277

"After a few of the families visited Charlotte and came back with glowing reports, he came to me and asked if he might go down and look the place over.

"He rode the train down, one of our men showed him the city, and he asked to see the residential area.

"This boy rented the second apartment shown him, and I think it would take a crow-bar to get him out of Charlotte and the South today!"

The majority of J. P. Stevens' Charlotte employees were not moved from New York, but were locally recruited.

"Of the first 75 persons we recruited," reports Stockton, "73 are still with us after six months," a fact which Stockton accepts as a compliment to the Stevens Company and to the "abundance of very high type clerical help" available in Charlotte.

This type employee, coupled with Charlotte's Carolinas' leadership in air transportation and communication, were heavy factors in J. P. Stevens' decision to locate the 115-man office force in Charlotte.

Air Service "Excellent"

"There were several other cities that would have put us just about as close to our mills. But we travel a great bit, and Charlotte has excellent air facilities."

Charlotte, with more than 90 flights daily, ranked second only to Dallas and Miami in 1955 in air passengers per capita. Charlotte's 1956 passengers-boarded were a whopping 324,876, up



Architect A. G. Odell, left, conceived Charlotte's magnificent Coliseum and Auditorium, and manager Paul Buck has the job of keeping the \$4,698,000 centers booked profitably.

11.2 per cent over the 1955 figure.

The city's busy and beautiful \$1,350,000 terminal, completed in 1954 and now fully paid, already has growing pains. The summer of 1957 will see the beginning of \$200,000 construction for additional ticket, lobby and restaurant space.

George Landman, vice president of Pelton and Crane, and one of the families moved to Charlotte from Detroit, echoes Stockton's "plus factors" for Charlotte and elaborates on Charlotte's "staying power."

"Maybe you'd call it 'livability,'" says Landman, "but after you have attracted your manpower into an area, it is vitally important that that city be able to provide the cultural and social activities to *keep* those people. That was a big consideration before we made our move."

"Livability" Leadership

Charlotte does possess unusually fine facilities in the realms of medicine, education and culture for a city of its size. The city is endowed with a business leadership that very actively participates in civic affairs, with the result that Charlotte is providing its populace with most of the things it wants and desires.

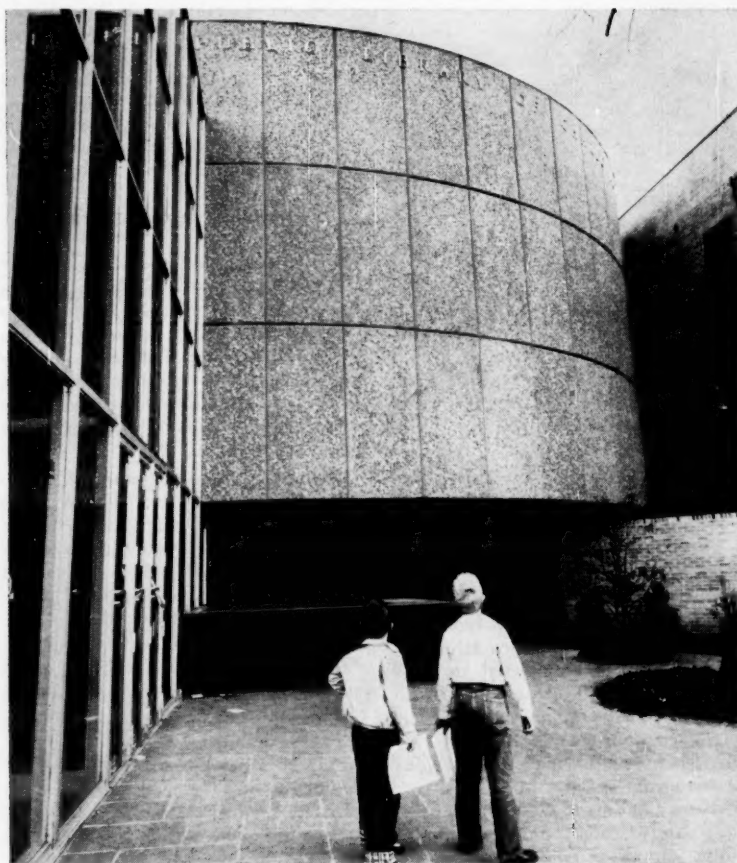
Recently, Charlotte raised \$2,000,000 for a beautiful new YMCA to be erected at an early date. If a city the size of Detroit, for example, were to equal that feat on a per capita basis, it would have to raise about \$24,500,000 for its YMCA system.

In 1956, with a goal of some \$990,000, Charlotte's citizens sent its United Appeal Drive soaring over the top with a total figure in excess of \$1,000,000.

Such is the aggressive progressiveness of the city that one national news magazine called several years ago, "unSouthern and untypical." Actually, the Charlotte native is shrinking more into the minority each year, as newcomers add their ideas and accents to the Southern drawl.



Ovens Auditorium and Charlotte Coliseum have won the acclaim of architects and engineers throughout the country and abroad. The Coliseum dome, with a diameter of 332 feet, is the world's largest and contains some 940 tons of steel ribs under its aluminum roofing. In their first year of operation, the two buildings' revenue exceeded operating expenses by more than \$69,000.



Two small scholars pause to reflect at the entrance to Charlotte's modernistic, \$1,100,000 main library. This building is the central one in the Mecklenburg County library system, which includes nine branches throughout the County, four within the city limits.

Despite Charlotte's accomplished Symphony Orchestra, its active Little Theatre, Nature Museum and many choral and operatic groups, the aforementioned magazine panned the city culturally because "there isn't a really decent auditorium in town."

Even at the time that article was written, Charlotte had planned its magnificent Auditorium - Coliseum Civic Center and had shelved it during the Korean War steel shortage.

Today, Charlotte doffs its hat to no one for the outstanding architectural and engineering achievement which it possesses in its Coliseum. Its adjacent sister - structure, Owens Auditorium seats 2,500 and is a work of beauty.

The Coliseum was designed by the Charlotte architectural firm of A. G. Odell and Associates and has been acclaimed the nation over and abroad. Its aluminum capped steel dome is the world's largest, with a diameter of 332

feet. The 950 tons of steel in the dome were supplied and fabricated by Southern Engineering Company and McDevitt and Street was the general contractor for the buildings.

Ice Hockey In Dixie

Two enterprising Charlotteans, mortician James B. Whittington and dentist Robert A. Libby, determined in 1955 that the Coliseum should house an ice hockey team. While they laid preliminary plans for such a venture for 1956-57, Fate lent a cooperating hand. The home arena for the Baltimore Clippers of the Eastern Hockey League burned.

Whittington and Libby were quick to arrange for the Clippers to play five of their remaining home games in Charlotte's Coliseum. Southern Charlotte hasn't gone for anything Yankee in a bigger way since their grand-

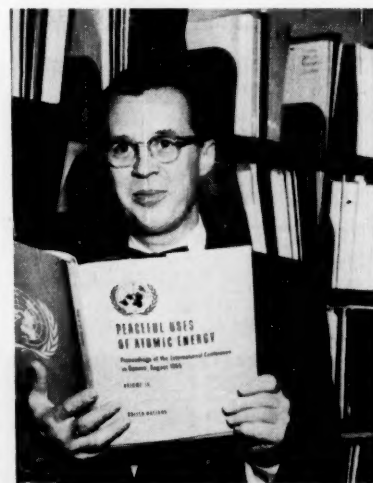
fathers chased the Union troops at Bull Run.

In five games that first season, the Clippers played to more than 40,000 folks. The opening night was a sell-out. Since then, Charlotte ice hockey attendance is leading a league that includes teams from Philadelphia, Washington and New Haven.

The Coliseum is managed by Paul Buck, brought to Charlotte from St. Louis by the Auditorium-Coliseum authority. During its first year of operation, the Coliseum had an income of \$69,000 in excess of operating expenses. This surplus ranked the Big Dome second only to Milwaukee's arena among 55 amusement centers in the country in dollar "profits."

The Auditorium and Coliseum were built from a \$1,698,000 bond issue which Charlotteans voted themselves. For their money, the Charlotte folk have bought entertainment ranging from Elvis Presley to Dr. Norman Vincent Peale. They've had trade shows, basketball tournaments, ice shows, horse shows, ballet, gospel sings, tennis matches, Broadway plays, grand opera and the Grand Ole Opry.

One night, for instance, the Kiwanis sponsored Ice Capades played to 8,000 in the Coliseum while Madame Butterfly thrilled 2,300 opera-goers across the covered walk-way in Owens Auditorium. And the Coliseum is believed to hold the national record for a rock n' roll shown when 12,161 Carolinians



Hoyt R. Galvin, Director of the Public Library of Charlotte and Mecklenburg County, holds a book on peaceful uses of atomic energy. The Charlotte library has been named an official Atomic Energy Commission depository and is developing a large library of AEC publications on micro-cards.

packed it to capacity to hear Bill Haley's Comets.

Together, the two buildings provide Charlotte an entertainment package few cities can surpass.

Few libraries in the South, either, will exceed the \$1,100,000 glass-fronted structure which Charlotte and Mecklenburg County have as the central building of their library system.

With an ultimate capacity of some 650,000 volumes, the North Tryon Street building features a drive-in book return, 190-seat auditorium for book reviews and civic meetings and is modern in every respect. It is the main branch for a system that includes attractive new buildings in each of the five Mecklenburg towns and four others in suburban Charlotte.

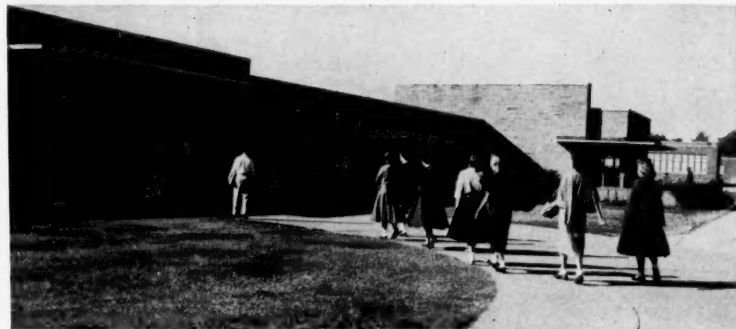
The Scotch Dollar

The Scotch-Irish Presbyterians who founded Charlotte back in 1766 left their influence on the community. If Charlotte citizens spend their money, they want the best for it.

According to Dr. A. J. Stoddard, consultant for the Funds of Advancement of Education, Charlotte is getting a long dollar out of its school expenditure. "These schools are the most forward looking I have ever seen, and I have visited 53 American cities studying their schools.

"By forward-looking, I mean that the schools are located on large tracts big enough for future expansion. Then the buildings are readily adaptable for future needs. This means a savings of taxpayers' money.

"I have visited a junior high school (McClintock) and a senior high school



Myers Park High, the student center of which is pictured above, was one of the schools in Charlotte which evoked education consultant Dr. A. J. Stoddard to comment, "These schools are the most forward looking I have ever seen."



Newest church to raise its spire among the many on Charlotte's skyline is Westminster Presbyterian, the Rev. Howard Chadwick, pastor.

(Myers Park) and I am convinced that you have gotten these buildings at two-thirds of the cost in other American cities."

Two of the schools, West Charlotte High and Double Oaks Elementary, both for Negroes, have won national awards for their respective architects, Graves and Toy and A. G. Odell and Associates.

It is significant to note that since 1947, Charlotteans have matched almost dollar for dollar the amount spent on city schools (\$11,113,328) with the amount spent for new churches (\$10,251,260).

Almost 400 churches, embracing nearly every major faith, raise their spires throughout Greater Charlotte. The city has for years uncontestedly claimed to have more churches per capita than any other city in the world, save Edinburgh, Scotland.

Concerning the church, Col. J. Norman Pease, president of J. N. Pease and Company, architects and engineers, and a past president of the Charlotte Chamber of Commerce commented: "I have asked myself the question, why did I come to Charlotte to establish my business?"

"Principally," says the Presbyterian elder, "because this is a wholesome city in which to raise a family. When a man moves into Charlotte the first thing he'll do is join the church—ahead of a country club or civic organization. That's the extent to which things revolve around the church here."

The region's general growth has meant increasing expenditure for hospital facilities, to enable Charlotte to continue its service as medical center for the two states.



Presbyterian Hospital, Charlotte's third largest with 281 beds, is currently adding two front wings which will eventually increase bed capacity to 400. Four new operating rooms, laboratories and therapy rooms will be included in the additions.

CHARLOTTE



Three major retail expansions took place in Charlotte in 1956 as the city grew downtown and in its suburbs to serve its large market. As Belk's Department Store completed a \$4,000,000 addition nearly doubling its size, Ivey's began construction on a five story addition which will increase its size 45%. Two days after the Belk opening, the 32 store Park Road Shopping Center was completed at a cost of \$5,000,000.

Retail

SALES IN CAROLINAS

CHARLOTTE	\$272,585,000
Greensboro	\$190,672,000
Columbia	\$167,115,000
Winston-Salem	\$148,690,000
Greenville	\$137,086,000
Charleston	\$133,050,000

Source: Sales Management, May 1956

The city's largest hospital, Memorial, currently has 352 beds and has recently unveiled long range plans which will bring its unit capacity to 1,000 beds.

Presbyterian Hospital, with 281 beds, is presently adding an eight-floor North wing and a three-floor South wing which will add, among other things, four operating rooms and 65 beds. When the South wing is increased to eight floors, Presbyterian's bed capacity will be approximately 400.

One block behind Presbyterian is Mercy Hospital, larger than the former hospital by three beds, with 284. Charlotte's fourth major hospital is Good Samaritan with 130 beds, the first all-Negro hospital in the United States.

Both Memorial, Mercy and Presbyterian are the nucleus of medical centers. Soon to be completed near Memorial is the \$650,000 Charlotte Rehabilitation and Spastics Hospital, treating both children and adults who are handicapped.

A block away from Memorial is the nine-story Doctors Building where almost 100 doctors have their offices. Across the street from Presbyterian is

the five-story Hawthorne Medical Building, completed in August of 1956 at a cost of \$600,000 and housing some 35 doctors and dentists.

Both hospitals are ringed with numerous clinics and smaller office buildings as physicians have followed the trend to move their offices into the suburbs and closer to their hospitals.

"To The Doc or to Shop"

If one could flag automobiles entering Charlotte, weed out businessmen and tourists, and ask "Why are you coming to Charlotte?" Chances are the answer would be: "To go to the doctor or to shop."

A survey of charge accounts by the Jefferson Standard Broadcasting Company showed that among the accounts of principal department and furniture stores, hospitals and clinics, and a major airline one out of three came from outside Mecklenburg County.

Charlotte's tremendous driving-distance market makes possible such weeks as the city experienced in November of 1956 when new retail facilities costing

more than \$9,000,000 were opened—and with another \$1,500,000 in the building.

Belk Brothers, which with the acquisition of the 50-store Efid chain in 1956 brought its total to "almost 400 stores" virtually doubled the size of its Charlotte store with a \$4 million addition.

The new five story portion brings Belk's to a square foot total of 375,000, making it the largest store in the largest Southern owned department store chain and one of the largest department store units in the country.

Two days after the Belk opening, the giant Park Road Shopping Center, whose 32 units cost \$5 million, opened in the Charlotte suburbs. Sitting on 40 acres of land in one of Charlotte's most rapidly growing residential areas, the Park Road center will eventually include 50 units, the additions to swell the total cost to approximately \$7,000,000.

The sound of construction going on in the background of the Belk and Park Road ribbon snippings was for the five story, 70,000 square foot addition to Ivey's Department Store. The 45 per cent increase in store space will carry Ivey's a full block in depth along Charlotte's Fifth Street, between Tryon and Church.

Rival Newspapers

Charlotte's retail advertisers and the Charlotte reading public are blessed with independently owned operations in the newspaper medium. The morning *Observer*, a member of the Knight chain, and the afternoon *News*, owned and published by Thomas L. Robinson, are the largest morning and afternoon newspapers in the Carolinas with respective daily circulations of 143,622 and 69,706.

Both papers actively support the promotion work of Charlotte and its area, shouldered primarily by the Industrial Promotion Committee of the Chamber of Commerce.

Buell G. Duncan, president of Piedmont Natural Gas Company, heads the Chamber's Industrial effort. Mr. Duncan's company serves 10 cities in the Carolina Piedmont, making him a valuable consultant to the prospective industrialist.

Some 100 Chamber members serve on the committee headed by Duncan, doing their work through sub-committees. The Charlotte Chamber, mindful that some 80 per cent of industrial growth comes from home grown ex-

pansion, has set up visitation and advisory committees to call on local firms from time to time to hear their views and offer help when it is asked.

Duncan works with Chamber Industrial Manager Frank Mueller and an executive committee composed of Walter Franklin, superintendent of the Charlotte Water Department; O. J. Miller, vice president and general manager of Duke Power Company; and Joe Stone, operating vice president for Southern Bell Telephone and Telegraph Company.

Nuclear Power

Duke Power Company, one of the 10 largest in the nation, is a member of Carolinas-Virginia Nuclear Power Associates, Inc., a four-company group organized to construct a nuclear reactor. Other companies are Carolina



Ronson Hydraulic Units Corporation opened the doors to its 20,000 square foot manufacturing plant in Charlotte in the summer of 1956. Plant and equipment cost was approximately \$750,000. Leaving the building above is Irving Abernethy, who heads the Charlotte operation.

Growth In Planned Industrial Districts

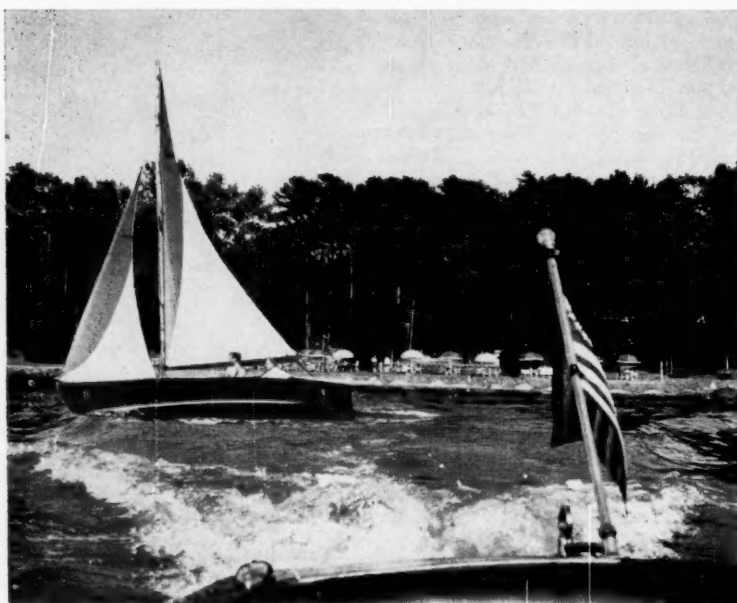


Republic Steel warehouses for three of its divisions in this 75,000 square foot plant and office building on Sugar Creek Road in Charlotte. In front of their new headquarters are John McFarland, branch manager for Vance Iron and Steel, Richard Fleck, district manager for the Berger Manufacturing Division, and R. B. Smith, district sales manager for Truscon Steel.



Thomas G. Lynch, (second from left), industrial developer for Piedmont & Northern Railroad, goes over plans for further development of P&N property with Col. J. Norman Pease (right) of J. N. Pease & Co., and two Pease architects. The Pease firm designed the 56,000 square foot General Tire and Rubber Co. warehouse, a portion of which may be seen at right.

CHARLOTTE



An abundant water supply is furnished Charlotte by Catawba Lake which also serves as a weekend vacation spot for Charlotteans. Charlotte water superintendent Walter Franklin estimates the city is currently using only about 1.5% of the daily run-off of the Catawba.

Power & Light Company, South Carolina Electric and Gas Company, and Virginia Electric & Power Company. This group has already named its engineering director and retained Stone & Webster, Boston consultants, to push plans for getting the reactor project underway.

Charlotte has an excellent water source in nearby Catawba River, often called Catawba Lake because of its width and very slight current behind Duke Power's dams. Water superintendent Walter Franklin points out that Charlotte will probably never have a serious water shortage. "We use now only about 1½ per cent of the average daily river flow. All we must do for additional water is expand our water

plant facilities." The city is doing just that, too. Charlotte will have a rated daily capacity of 37,000,000 gallons by mid-1958, almost 50 per cent increase over the present 25,000,000 gallons per day.

Eight Industrial Districts

Charlotte has 8 well planned industrial districts, located on the north, west and south sides of the city. Each is fully developed with all utilities, paved streets, curbs and gutters, industrial lead tracks, and well drained and well graded plant sites. Each is located on an accessible highway.

Construction is now underway on construction of a four-lane limited access by-pass which will route US 29

CHARLOTTE WATER FACTS

Charlotte water superintendent Walter Franklin says that 90% of his industrial inquiries have to do with the following information:

Average Temperature . . .	66° F
Minimum	48° F
Maximum	84° F
Average Hardness	24 ppm
Minimum	21 ppm
Maximum	25 ppm

around the north side of the city, eliminating its present route through the city's heart. 29 is the major North-South artery through Charlotte, and for the most part is a four lane divided highway from Greensboro, N. C., to Anderson, S. C.

Proposed rerouting of U. S. 21, main road in from Columbia, S. C., to the west side of the city, will speed traffic's flow within Charlotte's downtown area, too. Recently completed is six and one-half mile Independence Boulevard, which carries U. S. 74, principal East-West highway through Charlotte, across the city on a four-lane expressway.

Charlotte's industrial districts and many other attractive industrial and commercial areas are served by four Class I railroads—the Norfolk Southern, the Piedmont and Northern, the Seaboard, and the Southern. These railroads, two trunk lines and two short lines, provide the city with superior rail service, thus enhancing its position as the major distribution center of the Carolina market. The city, state, and the roads concerned have recently embarked on a progressive grade separation program which either has removed or will remove scores of traffic bottlenecks.



Paving will begin soon on Highway 29 by-pass northwest of Charlotte.



The executive committee of Charlotte's Chamber of Commerce Industrial Committee confers with a prospect on a site location. Buell G. Duncan (left), president of Piedmont Natural Gas Co., heads the Industrial Committee and has an executive committee of O. J. Miller, vice president of Duke Power Company, Joe S. Stone, vice president of Southern Bell Telephone, Walter Franklin, Charlotte water department superintendent, and Chamber Industrial Manager Frank Mueller.

Southern Railway in January, 1957, began use of its 6.1 mile crossline, diverting Columbia Division freight traffic to the Southern's mainline on the southwest side of the city. The move eliminated 17 grade crossings in Charlotte's corporate limits.

The P & N has long been active in developing and selling industrial properties and recently the Seaboard purchased a 260-acre tract which will be developed into a planned industrial district beginning this year. The city is about mid way on the Southern's main line through the heart of the South and is headquarters for the road's eastern lines.

In planning for industrial location, in what George Landman calls "livability" Charlotte is in many ways far ahead of cities its size and larger. Realizing that growing pains can choke a city if not alleviated in the early stages, the city's leaders constantly press for planning and action today to take care of tomorrow.

The subject of an inquiring reporter's column in one of the Charlotte papers recently was: "Do you think Charlotte will someday be as big as Atlanta?"

The unanimous answer was "Yes."

this with Atlanta roughly five times as large as Charlotte today. But the optimism is typical of the city which is making great capital of its location and its resources. Charlotteans are thinking big, they're acting big, and they're growing big.



Buell Duncan, president of Piedmont Natural Gas Co., talks with one of his foremen on the site of a part of the 150 miles of pipe which the company laid in the Piedmont last year, connecting approximately 3800 homes with natural gas.

Recommended Reading

Charlotte Facts & Figures, 1956, 46 Pages.

Charlotte Finger Tip Facts, November, 1956, 16 Pages.

Charlotte Directory of Distributors, 1955, 36 Pages.

Charlotte Directory of Manufacturers, 1956, 28 Pages.

Survey of Wage Scales for Selected Occupations, Charlotte, N. C. August 1956, 1 Page.

Current Tax Rate & Related Data, Reporting U. S. Cities between 120,000-200,000 Population, American Municipal Association, June, 1956, 5 Pages.

The Business Development Corporation of North Carolina (Questions and Answers concerning The Business Development Corp. of N. C.), 2 Pages.

"Times Are Changing," C. S. Reed, Vice-President & Rate Engineer, Duke Power Company, 26 Pages.

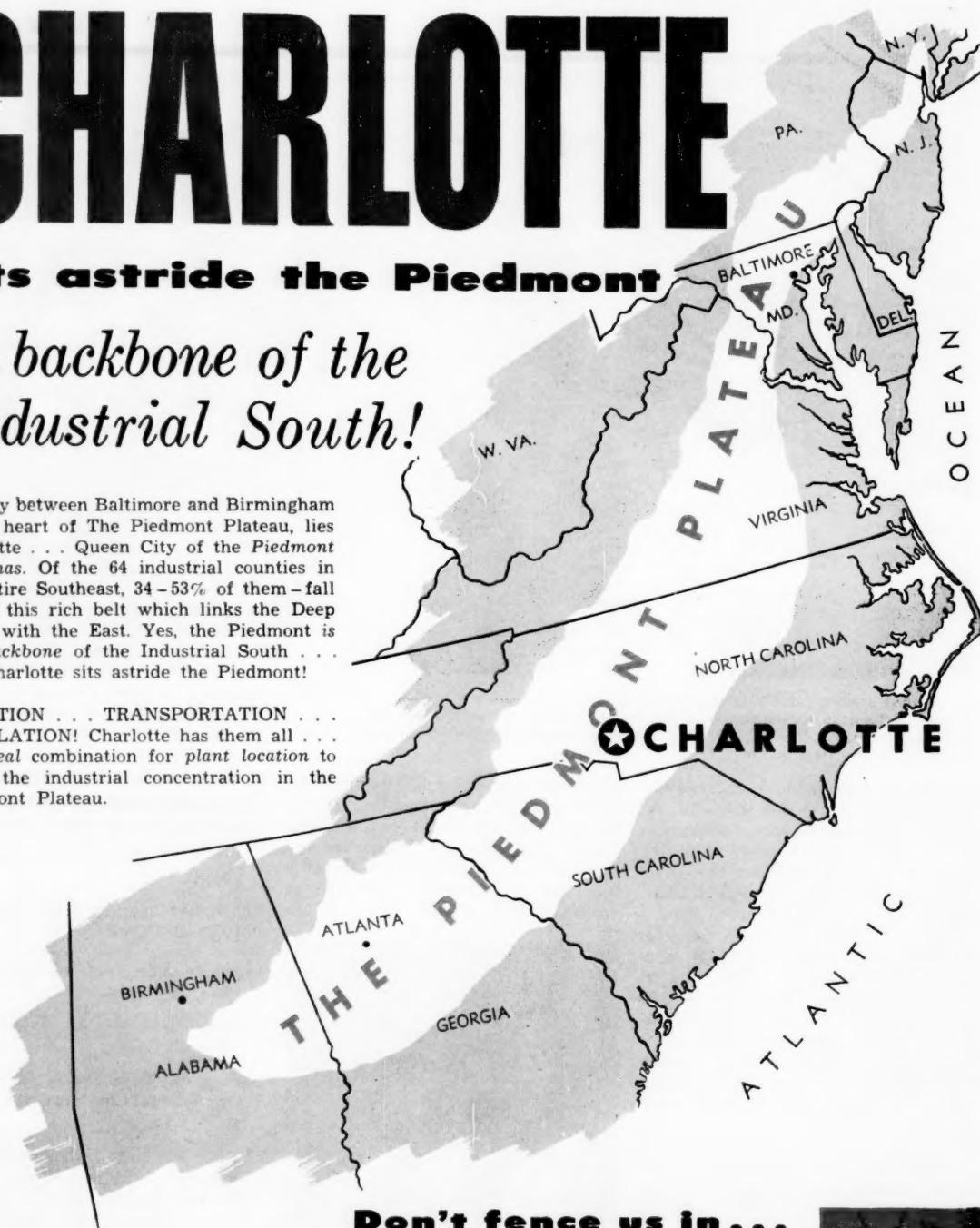
CHARLOTTE

sits astride the Piedmont

*...backbone of the
Industrial South!*

Midway between Baltimore and Birmingham in the heart of The Piedmont Plateau, lies Charlotte . . . Queen City of the Piedmont Carolinas. Of the 64 industrial counties in the entire Southeast, 34-53% of them-fall within this rich belt which links the Deep South with the East. Yes, the Piedmont is the backbone of the Industrial South . . . and Charlotte sits astride the Piedmont!

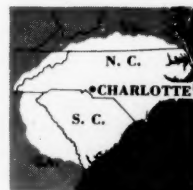
LOCATION . . . TRANSPORTATION . . . POPULATION! Charlotte has them all . . . the ideal combination for plant location to serve the industrial concentration in the Piedmont Plateau.



Don't fence us in . . .

LOCATION, and TRANSPORTATION available in all directions have made Charlotte one of the nation's leading distribution centers. Today, hundreds of Charlotte distributing firms serve thousands of businesses from Eastern Tennessee to the Carolinas' coast and from Southern Virginia well into Georgia. For distribution, Charlotte offers perfect location plus transportation!

Map from
Physical Divisions of
The United States, prepared
by Nevil M. Fenneman, in
cooperation with the
Physiographic Committee,
Geological Survey



Get the Complete Facts...Contact

CHARLOTTE CHAMBER OF COMMERCE

222 South Church Street • Charlotte 2, North Carolina



The Climate-Making Business

The weather, highly changeable, we have always had with us, but our ability to change it to suit our needs is relatively new. Conditioned air, like that being enjoyed by the young lady pictured here,

is becoming increasingly popular in today's homes, offices and plants. In subsequent pages is a complete report on the impact this air conditioning trend is having on the South.



The Bryant Manufacturing Plant in Tyler, Texas, is the first major industrial plant in Texas to be completely air conditioned. Employing some 400 workers, the plant manufactures home air conditioning units, hot water heaters and unit heaters for industrial plants. Bryant has been located in Tyler for ten years.

South Is Top Air Conditioner Market

Because of the tremendous sales potential in the region for all sorts of weather-making units, the South also offers a great opportunity to manufacturers of such equipment. Here's how the situation shapes up ...

By Jouett Davenport, Jr.

Today it is within the means of the average householder to have equipment which, at the flip of a switch or push of a button, will create for him the kind of indoor weather best suited to his particular comfort and needs.

This equipment will provide air that is warm or cool, air that is free of dust and pollen and which carries the right amount of moisture for the best degree of human comfort.

The same is true of today's office buildings, retail establishments, many types of industrial plants, and places of entertainment.

The South, with its long and often

uncomfortably hot summers, has proved to be the leading market for refrigerated air conditioning systems, and most experts agree that the potential is still virtually unlimited.

This potential exists both in the market for air conditioning equipment and in opportunities for the establishment of plants to produce such equipment.

Figures substantiating this show that while the South during the postwar years has increased its facilities for manufacturing air conditioning machinery at a rate faster than the national average, the bulk of these plants still remain outside the region.

According to the classification of the Census Bureau, air conditioning equipment in the broadest application includes fans and blowers, heating facilities and refrigerating machinery. Current total value of this type of equipment produced in the South is conservatively estimated at \$300 million annually. In the last business census year (1954), value of the products amounted to \$252 million.

Because of the potential that exists, the estimate has been made that output in the South could top the billion-dollar mark during the next decade.

The accompanying tables illustrate

the gains in output made by the South and other regions during the intercensus interval 1947-1954.

FANS & BLOWERS

\$ million		
Value of Shipments		
Region	1947	1954
New England	\$ 10	\$ 9
Middle Atlantic	23	49
E. N. Central	61	132
W. N. Central	3	10
So. Atlantic	4	7
E. S. Central	11	26
W. S. Central	4	7
Mountain	*	*
Pacific	8	22
United States	124	262
South †	19	40

* Too small to tabulate.

† Includes S.A., E.S.C., and W.S.C. regions.

HEATING EQUIPMENT

\$ million		
Value of Shipments		
Region	1947	1954
New England	\$ 36	\$ 37
Mid. Atlantic	259	267
E. N. Central	505	517
W. N. Central	88	92
So. Atlantic	11	16
E. S. Central	73	82
W. S. Central	8	12
Mountain	*	1
Pacific	112	128
United States	1,092	1,152
South †	92	110

* Too small to tabulate.

† Includes S.A., E.S.C., and W.S.C. regions.

REFRIGERATING MACHINERY

\$ million		
Value of Shipments		
Region	1947	1954
New England	\$ 51	\$ 121
Mid. Atlantic	210	517
E. N. Central	703	947
W. N. Central	92	202
So. Atlantic	11	23
E. S. Central	14	31
W. S. Central	17	48
Mountain	3	8
Pacific	42	55
United States	1,143	1,952
South †	42	102

† Includes S.A., E.S.C., and W.S.C. regions.

AIRCONDITIONING EQUIPMENT

\$ million		
Value of Shipments		
Region	1947	1954
New England	\$ 97	\$ 167
Mid. Atlantic	492	833
E. N. Central	1,269	1,596
W. N. Central	183	304
So. Atlantic	26	46
E. S. Central	98	139
W. S. Central	29	67
Mountain	3	9
Pacific	162	205
United States	2,359	3,366
South †	153	252

† Includes S.A., E.S.C., and W.S.C. regions.

During the interval covered by the foregoing tables, the United States in-



D. C. Minard sees 15 per cent hike in air conditioner sales this year.

creased output of airconditioning equipment 43 per cent; equivalent gain made by the South was 65 per cent.

Because of ease of installation and relatively low first and operating costs, sales of window unit air conditioners have accounted for a large part of total business in the field.

An example of the size of this business may be seen in the fact that in 1955 there were 169,612 of the window units sold in Texas alone, and this was by far the largest total for any state in the nation.

Texas also led the nation by a wide margin in sales of central and packaged air conditioning units, the 1955 total for that type being 13,239.

The accompanying maps, prepared by the Texas Power and Light Company, show the 1955 sales of window, central and packaged, units by states and present some interesting regional comparisons.

No regional or state breakdown on sales of the units in 1956 was available at this writing, but a report from the Air-Conditioning and Refrigeration Institute observed that this past year was the best so far for the industry.

George S. Jones, Jr., of Washington, D. C., managing director of the Institute, pointed out that more than 1.6 million room air conditioners were sold last year. That compared with 1,270,000 in 1955 and about 30,000 in 1946. Jones forecast that sales in 1957 probably will reach 1,750,000 or more units, with the South continuing to be the major market area.

Central air conditioning installations

in homes during 1956 are variously estimated in the industry up to above 170,000 such installations, compared with about 130,000 in the previous year.

In the current year 200,000 or more homes are expected to be centrally air conditioned, Jones added.

The Institute's forecast said further that virtually all new office buildings on the drawing boards call for initial installation of air conditioning equipment. At the same time, factory air conditioning, which has progressed on a steepening curve during the past several years, is due for a big upsurge in the next few years.

Since the South is one of the most rapidly growing industrial and business areas in the nation, this means that a big share of the new air conditioning installations in those fields will be made in this region.

Another prediction that more factories will install comfort air conditioning in 1957 than ever before has been made by D. C. Minard, president of the Trane Company. Pointing to the tremendous potential in this field, Minard said that less than one per cent of the nation's factory space is air conditioned.

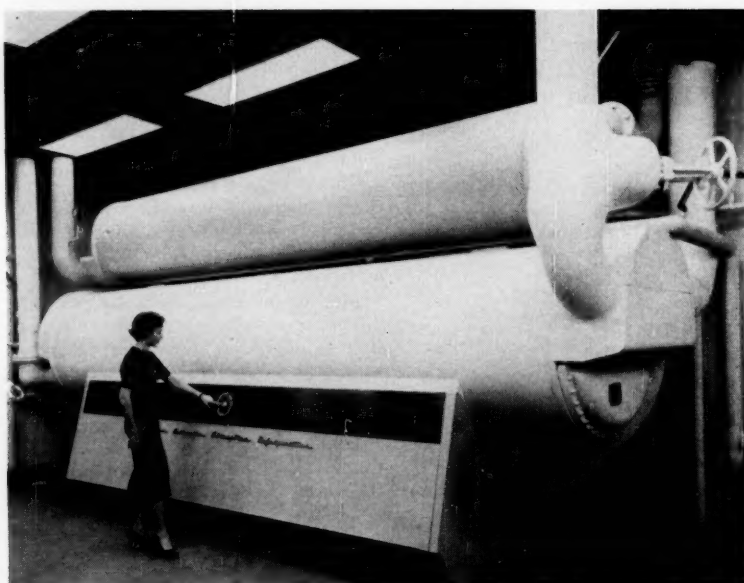
Commenting on the results of a survey made by his company's 92 regional sales offices across the nation, the Trane executive said it was found that the trend toward installation of factory air conditioning for the comfort and efficiency of employes was "especially rapid in the South, where consulting engineers estimated that 50 per cent of all first class factories would be air conditioned by 1960."

Among the plants in the South producing air conditioning equipment are two big ones in Texas.

At Tyler, the Bryant Manufacturing Company has a factory producing home air conditioning units, hot water heaters and unit heaters for industrial plants. The plant, which employs some 400 persons, was the first major industrial plant in Texas to be completely air conditioned. Bryant has been located in Tyler for the past 10 years. It is a subsidiary of Carrier Corporation.

Also at Tyler is a new plant of General Electric Company. The seven-acre building is a combined factory and headquarters structure for G-E's Home Heating and Cooling Department.

The plant produces central home air cooling units of advanced design and is said to be the largest facility in the



Easy to operate is this automatic absorption refrigerating machine, one of a new line of large-capacity industrial units manufactured by Carrier Corporation that use the heat energy from steam to provide cooling.

world devoted to production of such units.

Officials said further that the G-E plant, the company's first major manufacturing facility to be located in Texas, is the largest air conditioned factory in the eastern part of the state. The project cost approximately \$15 million and is expected to employ around 3,000 persons.

Texas can lay claim to being an important center not only for the use of air cooling systems in automobiles but also in the production of such systems.

The A.R.A. Manufacturing Company of Fort Worth, for example, was established in 1949 and is regarded as a pioneer in the auto air conditioning field. A.R.A. of Houston, Inc., is a major distributor and service center for the units.

John R. Cook, president of the Houston firm, predicts that by 1960 25 per cent of the automobiles operating in the Texas and Gulf Coast areas will be air conditioned.

Another producer of car air conditioners is the Frigikar Corporation of Dallas, also a pioneer in the field. The company recently introduced greatly improved 1957 models with which it hopes to increase greatly its market penetration.

The Frigiking units are available for most makes of 1957 cars and many older models. It is noteworthy that the

company's unit is transferable from car to car.

A third producer of car air conditioners is the John E. Mitchell Company, Inc., which has a plant in Dallas.

This firm's Mark IV division claims to be the nation's largest manufacturer of field installed units.

Figures supplied by Mitchell show that in 1956 there were approximately 270,000 air conditioners installed in automobiles. This total included the factory installed units as well as those

sold by the independent producers.

So important has the automobile air conditioning field grown that the College of Technology of the University of Houston's Department of Air Conditioning and Refrigeration is offering an automotive air conditioning service and installation course.

The University describes the use of cooling units in cars as "the most rapidly rising star in the air conditioning industry's firmament."

It was pointed out that sales leaped from a national total of 43,000 units in 1954 to 168,000 in 1955 and 270,000 in 1956. "The great bulk of these units," the University added, "were sold in the Texas and other Gulf Coast areas."

Long Summers

The reason for the concentration of air conditioner sales in the Gulf area and particularly in Texas is, quite obviously, that summer hits harder there and lasts longer than in most other parts of the country.

The Bureau of Business Research of the University of Texas, for example, has made exhaustive studies to show which areas of the nation stay hottest for the longest periods of time. It was found that an area extending through the middle of the state and up into Oklahoma has 2,300 to 2,900 hours during the year in which the temperature is above 80 degrees during the average summer, and this is a longer period for such heat than in any other area of the nation.

That is why, as reported by Texas



Motorists demonstrate the convenience of a dash model auto air conditioner. This is the Mark IV model manufactured by John E. Mitchell Company, Dallas.

Power and Light, that 43.142 per cent of all national sales and installations of central and packaged unit air conditioners of less than 10 tons were made within what is defined as the Texas trade area. The latter includes, in addition to Texas, the states of Oklahoma, Kansas, Louisiana, Arkansas, Mississippi, Tennessee and Missouri.

The report added that 17.771 per cent of all United States sales of such units were made in Texas alone. This was more than twice the average of the next ranking state.

Thus it looks as if that section continues to be not only the best market for air conditioners but also is full of opportunity for establishment of more plants to produce the units.

Heat Pumps Popular

Heat pumps are making big news in the field of indoor weather control. Year-round air conditioning made possible by an all-electric heat pump is one of the most exciting and fascinating developments in this field.

The heat pump not only cools when the weather is hot and heats when the weather is cool, but it also filters, cleans and removes excess moisture from the

air, and ventilates the year round.

Trane President Minard explains the heat pump in layman's language: "... A heat pump is a refrigerator that can work two ways. Your home refrigerator is one. It removes heat from inside the box. The liquid refrigerant evaporates, taking up heat and carrying it away. Outside the box, the refrigerant is changed back to a liquid, giving up the heat it's added—and you can feel that heat outside your refrigerator, near the condenser. Then the liquid is used over again.

"The process is changed to 'pump' heat. Heat is present at any temperature down to absolute zero—459 degrees below zero. The pump takes some of this heat—from air, water, or the ground outside the building (even though it may feel cold to you outside)—and moves it inside the building."

Minard estimates that there are about 9,000 heat pump installations in the nation. They come in multiple package or compact single units, or large custom-built installations; they have been installed in everything from large multi-story buildings to small houses.

Heat pumps are most practical in locations where winters are not so se-

vere and electrical rates are low. These two factors point toward the South as the biggest market for heat pumps.

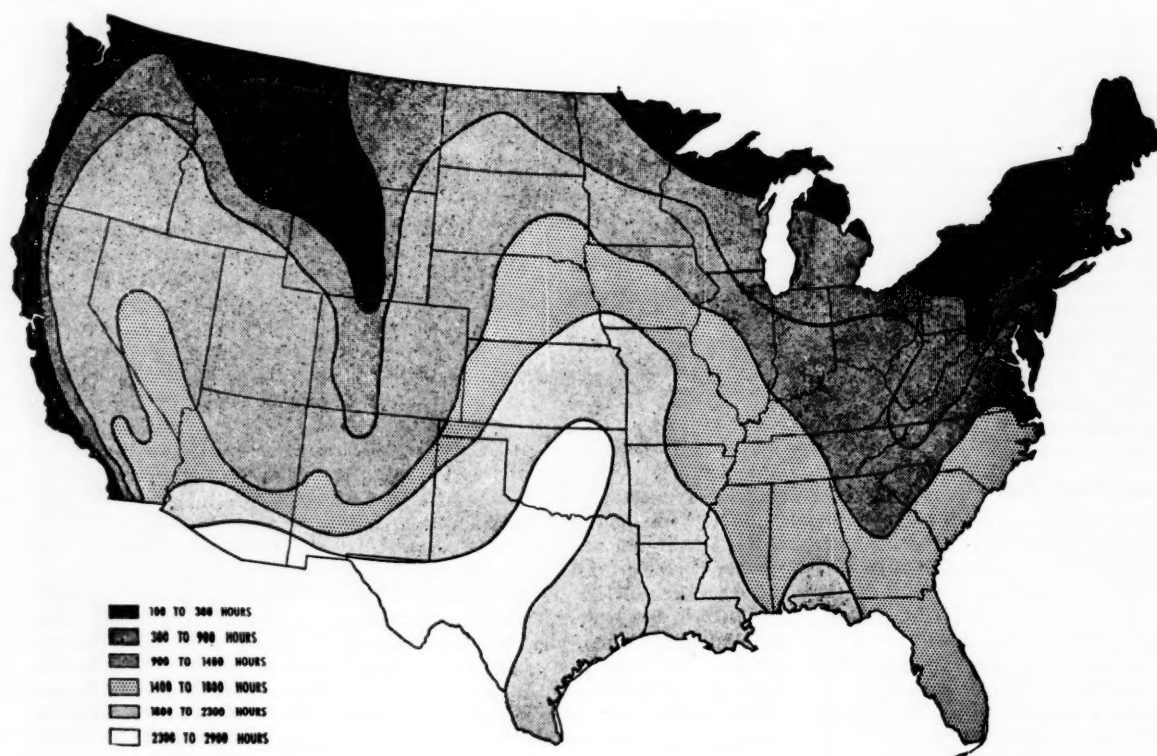
An outstanding example of a southern state rapidly becoming air-conditioned year-round is Virginia.

Examples Cited

In Roanoke, Va., heat pumps have been installed in the offices of Hayes, Seay, Mattern & Mattern, architects and engineers; television station WSL; Roanoke Cafeteria of the S. & W. chain; the S. H. Heironimus Department Store; Roanoke Public Library; Public Health Center of the City of Roanoke; Roanoke License Bureau Office of the State Division of Motor Vehicles, and the First National Exchange Bank of Roanoke. The new court house in Lynchburg and the Giles Memorial Hospital at Pearisburg also use heat pumps.

West Virginia is another southern state to be cited as an example. Heat pumps are in use at the Guaranty National Bank in Huntington, at an electric appliance store and an equipment supplier in Charleston, a church in Bluefield, and a super market in Welch.





Figures keyed to shaded areas on the map above show the number of hours the outdoor temperature is above 80 degrees during the average summer. In Texas, where summer hits harder and lasts longer than in most other parts of the country, air-conditioning business is booming as nowhere else.

These facts were revealed by H. L. Cushing of the American Gas and Electric System in a recent speech to the Commercial Load Building Committee of the Southeastern Electric Exchange.

The initial cost of the heat pump unit is no more than that of separate air-conditioning and heating systems. "... Its first cost has been rapidly reduced until it is now moderate and reasonable. Its operating cost is competitive with other systems ...", said Charles T. Brasfield, Jr., executive engineer of the Alabama Power Company, in a speech to the Heat Pump Steering Committee, Sales Section, of the Southeastern Electric Exchange.

Brasfield continued, "Those of us who are (and have been for years) very close to the air-conditioning business now feel that the heat pump stands on the brink of tremendous public acceptance. ... Our experience in the past ten years, and particularly in the last five years, has indicated a definite trend to the air-to-air type of heat pump which requires only electricity and air for its operation."

The heat pump has a definite place

in the modern Southeast. It is ideal for suburban shopping centers and office buildings. It is a perfect solution to the higher lighting levels which increase wattage in new buildings. In his speech, Mr. Brasfield told of more precedents heat pumps are setting: "... The heat pump makes it possible for us to get away from many old standards of construction with all the restrictions we have been accustomed to. We can install it with equal freedom in basements, garages, utility rooms, closets off the main hall, and many other places, including the attic if we wish to do so. Architects are often amazed at the versatility and flexibility of design made possible by this device.

Fertile Market

"The 'old house' market is a fertile field of the future. Up to this time the market for heat pumps in existing residences has scarcely been touched. This is almost entirely due to the tremendous cost of making the changes in the duct system. Somebody is going to find a satisfactory way to utilize these old

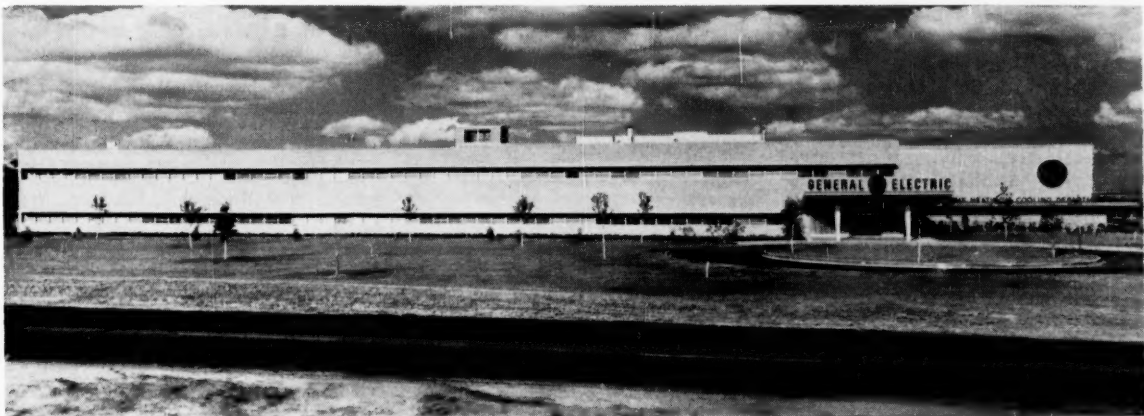
duct systems, or else find an inexpensive way to replace them with heat pump type ducts; and when either of these two things happens, a tremendous new market is going to open up for heat pumps.

"We must think in large terms about the future—recent estimates indicate that by 1960 sales will have reached 75,000 units per year and four years after that, in 1964, will have reached 250,000 units per year."

In line with this prediction comes the news from the General Electric Company that its sales of such units in the Southeast have increased 400% in the past two years. And G.E., pioneer in the production of commercial heat pump units, predicts an increase of 150% in 1957.

Cloud Wampler, chairman of the board of Carrier Corporation, believes that about 10,000 packaged heat pump systems will be installed in 1957 at a retail value of about \$30 million. By 1961, he says, this should have grown to about 30,000 installations annually at about \$90 million.

"We are producing a new packaged



This is General Electric's new Tyler, Texas, facility. The new air-conditioned structure is a combined factory and headquarters for the General Electric Home Heating and Cooling Department.

heat pump and are providing our dealers with new assemblies for applied or built-up heat pump installations in much larger sizes, because we know that the heat pump has a sure and growing place as a method of air-conditioning. . . . We welcome the cooperation of electric utilities and plan to work closely with them in encouraging the use of heat pumps wherever they are applicable and economically desirable. But you must remember that al-

though it has a long history of use, the heat pump is starting virtually from scratch as a volume product", Wampler stated.

Although not new in theory (theory of the heat pump dates back to Lord Kelvin and the basic principles of mechanical refrigeration), the heat pump is opening up vast new markets in this country, particularly in the southern states. The climate and the availability of reliable electric power at reasonable

cost in the South makes this region the ideal target for year-round air-conditioning.

In addition to the development of air conditioning machinery which contributes directly to human comfort indoors, important strides have been made in methods and devices for reducing air pollution.

A leader in active moves aimed at preventing industrial areas in the South from becoming the victims of smog has



AIR CONDITIONING

been the Southern Association of Science and Industry.

A couple of years ago the Association, along with the Texas Chemical Council and the Manufacturing Chemists' Association, Inc., sponsored a Southern Industrial Wastes Conference in Houston. At that time leaders in industry, government and education presented problems and solutions in connection with air pollution. Much progress in the field has been made since that time.

An approach to the air pollution problem worked out by the Olin Mathieson Chemical Corporation is this:

First—Find out what your plant is putting into the air.

Second—Find a commercially possible way of reducing this pollution.

Third—Do something about it.

A fourth most important step for the industry concerned is to keep the public informed on what is being done.

The conference, which also dealt with water pollution, sparked the continuing campaign in the region against air pollution.

Air Conditioning Plants

Following is an index of firms manufacturing air conditioning and related equipment in the South:

The number of employees working at each of these companies is indicated by the following code: A—(Under 25); B—(25-100); C—(100-250); D—(250-1,000); and E—(Over 1,000).

ALABAMA

Birmingham Furnace & Roofing Co., 825 7th Ave., S., Birmingham. Ducts, ventilators. (B).

Fly Ash Arrestor Corp., 275 1st Ave., N., P. O. Box 1833, Birmingham. Dust collectors, reinjection systems, smoke eliminators, fans. (B).

Goslin Birmingham Mfg. Co., Inc., 3521 10th Ave., N., Birmingham. Evaporators, filters. (D).

Hugh J. Hughes Co., 2900 N. 26th St., Birmingham. Heating and air conditioning. (B).

Worthington Corp., P. O. Box 337, Decatur. Industrial air conditioners. (D).

ARKANSAS

Essick Mfg. Co., 3103 West 22nd St., Little Rock. Kenneth W. Emmel, Pres. Evaporative air coolers. (B).

Peerless Products Div., United Cooling Towers, Inc., 1421 E. Washington, North Little Rock. Air conditioning towers. (B). Wood Manufacturing Co., Air Conditioning Div., Camden. Commercial air conditioners. (A).

FLORIDA

American Coolair Corp., 3604 Mayflower, Jacksonville 5. J. E. Graves Jr., Pres. Blowers, exhaust and ventilating fans. (C).

Broquinda Corp., 19th & 2nd Ave., S., St. Petersburg. W. A. F. Stephenson, Pres. Refrigeration machinery, complete air conditioning units. (B).

Sterling Equipment Mfg. Corp., 2301 N. Miami Ave., Miami 37. Harry Schwartz, Pres. Refrigeration machinery, complete air conditioning units. (B).

GEORGIA

Brunner Co., Gainesville. Air conditioning equipment. (C).

C & H Air Conditioning Fan Co., Atlanta. Ventilating equipment. (B).

KENTUCKY

American Air Filter Co., Inc., 215 Central Ave., Louisville. Air filters dust control, heating, ventilating equipment. (E).

Continental Air Filters, Inc., 2520 Helm St., Louisville. Air filters. (B).

Electric Steam Radiator Corp., 1 Electric Ave., Paris. Radiators, thermostats. (B).

Famco, Inc., 6200 Strawberry Lane, Louisville. Glass fiber air filters. (C).

Fisher-Klosterman, Inc., 2901 Magazine St., Louisville. Dust control, blow piping, ventilation systems. (B).

The Girdler Co., 2820 West Broadway, Louisville. Heat exchangers, hi-frequency heating apparatus. (D).

Griffin & Co., 500 Bergman Ave., Louisville. Dust collecting systems, heating, ventilating, air conditioning. (C).

Liberty Engineering & Mfg. Co., Inc., 1450 South 15th St., Louisville. Air conditioning and dust collecting systems. (B).

The Marley Co., 6333 Strawberry Lane, Louisville. Cooling towers. (D).

Henry Vogt Machine Co., 10th & Ormsby Sts., Louisville. Refrigerating machinery, heat exchangers. (E).

LOUISIANA

Angel Sheet Metal Works, 618 Julia, New Orleans 12. Ducts.

H. H. Rain Roofing Co., 815 Milam, Shreveport. H. H. Bain Sr., Pres. Air conditioning equipment, evaporators, store fixtures. (B).

Guidry & Venable Sheet Metal Shop, 103 E. Pine, Crowley. Air conditioning and heating ducts, dust collectors.

Gulf Engineering Co., 1000 S. Peters, New Orleans. Heat exchangers, filters and filtering equipment.

Schaller Steel Works, Inc., Box 3206, New Orleans 17. Heat exchangers.

Shreveport Blow Pipe Co., 1731 Van Loan, Shreveport. Blowers, air conveying systems, dust collectors.

MARYLAND

Ackerman & Baynes, Inc., 4211 Erdman Ave., Baltimore 13. Ducts.

Baltimore Aircoil Co., Inc., 2615-35 Mathews St., Baltimore 18. Evaporative condensers.

Columbia Specialty Co., Inc., 4925 Bradley Blvd., Chevy Chase 15. Air conditioning. (C).

Fidelity Engineering Corp., 926 Park Ave., Baltimore 1. Air conditioning, ventilators.

Pangborn Corp., Pangborn Blvd., Hagerstown. Victor F. Stine, Pres. Control equipment, blast cleaning. (D).

Tenney Engineering, Inc., 2235 Sisson St., Baltimore 11. Monroe Seligman, Pres. Refrigeration, heating, air conditioning equipment, tin plating. (C).

MISSISSIPPI

Fred J. Weiss Sheet Metal Works, McComb. Ducts.

NORTH CAROLINA

Bahnon Co., 1001 S. Marshall St., Winston-Salem. A. H. Bahnon Jr., Mgr. Air conditioning. (D).

Southern Fixture Mfg. Co., Inc., Greensboro. B. L. Pickard Jr., Pres. Air conditioning. Sterling Air Conditioning Corp., P. O. Box 1099, Gastonia. Air conditioning.

OKLAHOMA

Acme Equipment Co., 2133 E. Broadway, Muskogee. Ventilators, exhaust fans, heating equipment, evaporative coolers for industry.

Air Conditioner, Inc., 1305 North Hudson, Oklahoma City. Air conditioning.

Joseph A. Coy Co., Inc., 3515 Dawson Rd., Tulsa. Heat exchanger equipment, atmospheric cooling sections, air-cooler exchangers.

Governair Corp., 513 Blackwelder, Oklahoma City. F. G. Baker, Gen. Mgr. Air conditioning equipment. (B).

International Mfg. Co., 4028 North Barnes,

STEEL Every Kind Quick Delivery

BARs—carbon & alloy, hot rolled & cold finished, drill rod, Ry-Ax for axles, etc.

STRUCTURALS—beams, channels, angles, etc.

PLATES—Many types including, abrasion resisting, Inland 4-Way Safety Plate, etc.

SHEETs—hot & cold rolled, many types & coatings.

TUBING—mechanical, boiler and structural.

REINFORCING—bars & access.

SMELT METAL

MACHINERY & TOOLS

Joseph T. Ryerson & Son, Inc. Plants at: New York • Boston • Wallingford, Conn. • Philadelphia • Charlotte, N. C. • Cincinnati • Cleveland • Detroit • Pittsburgh • Buffalo • Chicago • Milwaukee • St. Louis • Los Angeles • San Francisco • Spokane • Seattle

RYERSON

Oklahoma City. Refrigerated and washed air conditioning units.
P K & F Mfg. Corp., 1700 North Eastern, Oklahoma City. Ventilation and air conditioning.

TENNESSEE

Flexonics Corp., 2021 S. Latham St., Memphis. Thermostats. (C)
Hunter Fan & Ventilating Co., 400 S. Front St., Memphis. F. S. Brady, Vice Pres. Air conditioners. (D)
Robertshaw-Fulton Controls Co., Fulton Sylphon Div., P. O. Box 400, Knoxville. Temperature controls. (E)
The Simplicity System Co., Riverside Dr., Chattanooga. Dust collecting systems. (B)

TEXAS

Alton Manufacturing Co., 1112 Ross Ave., Dallas. M. L. Ethridge, Plant Supt. Air conditioning, cooling ventilation. (B)
A R A Mfg. Co., 1041 Foch, Fort Worth. Air conditioning. (B)
Comfort Products Corp., 2220 S. Lamesa, Dallas. B. J. Spitzka, Pres. Air conditioning and purifying apparatus, evaporative coolers. (C)
Consolidated Metal Products, Box 7425, Houston. Industrial fans and blowers. (B)
Dowco Products, Inc., 2125 N. Harwood, Dallas. Grills, cooling towers, water pumps.
Ed Friedrich, Inc., 1117 E. Commerce, San Antonio. Air conditioning. (D)
Frigikar Corp., 1602 Cochran, Dallas.
General Electric Co., Tyler. Air conditioning.
Harris & Beeman, Inc., 1933 E. Lancaster, Fort Worth. Bernard Alcott, Pres. Condensers, freezers, ice machinery. (B)
Industrial Machinery Co., Inc., Box 1259, Fort Worth. Industrial fans and blowers. (B)
K D Mfg. Co., Shaffer and Border Sts., Cleburne. Air conditioning. (B)
Lennox Furnace Co., 4901 Marsalis Ave., P. O. Box 1839, Fort Worth. (D)
Mathes Co., 1501 E. Broadway, Fort Worth.
Curtis Mathes Sr., Mgr. Air conditioning, purifying apparatus, attic and exhaust fans. (C)
John E. Mitchell Co., 3800 Commerce, Dallas. (C)
North Houston Mfg. Co., 9611 Jensen Dr., Houston. Air conditioning.
Palmer Mfg. Co., 3400 W. Illinois, Dallas. Air conditioning. (C)
Southern Air Conditioning Mfg. Co., 1305-09 Calhoun, Fort Worth. Air conditioning. (C)
Superior Mfg. Co., 4110 N. E. 8th St., Amarillo. Air conditioning. (B)

VIRGINIA

Dryomatic Corp., 812 N. Fairfax St., Alexandria. Dehumidification equipment.
Refrigeration Engineering Corp., P. O. Box 941, Emporia. Refrigerators, refrigeration equipment, complete air conditioning units. (C)
Reimers Electric Appliance Co., Inc., Clearbrook. Thermostats. (B)
Westinghouse Electric Corp., Air Conditioning Div., P. O. Box 510, Staunton. Bruce D. Henderson, Vice-President. Air conditioning. (D)

WEST VIRGINIA

Conditioned Air, Inc., 715 Richard St., Charleston. Air conditioning equipment.



Ben S. Gilmer in new Telephone Company spot.

Southern Bell Elects Gilmer

ATLANTA. Ben S. Gilmer is the new president of Southern Bell Telephone and Telegraph Company which has headquarters here.

Gilmer, previously operating vice president, succeeded Fred J. Turner who was elevated to the position of chairman of the board.

A native of Montgomery, Alabama, Gilmer joined the company in 1926 following graduation from Alabama Polytechnic Institute. After serving in a variety of assignments he entered the Air Force in 1942, subsequently attaining the rank of lieutenant colonel.

Following his return to Southern Bell he held other positions of increasing importance leading up to his election as president.

Turner had been president of the company since 1951 and headed the far-flung organization during its period of greatest growth. The company now serves nearly 5.5 million telephones in nine Southern states and has close to 70,000 employees.

The new board chairman's career began as a clerk and office boy and has extended over nearly 50 years. Before attaining the presidency he had served as vice president in charge of public relations and finance.

Following the changes in top management, the company announced the division of its nine-state operations into two administrative organizations set up along geographical lines. At the same time, three vice presidents were appointed to new executive positions.

Frank M. Malone has become operating vice president-West, with responsibility for operations in Alabama, Mississippi, Louisiana, Kentucky and Tennessee.

Joe S. Stone is operating vice president-East. He will direct Southern Bell's operations in the Carolinas, Georgia and Florida.

The other change was the appointment of William A. Thompson of Birmingham as personnel vice president, with responsibility for personnel relations throughout the company's nine states.

Houston Group Will Be Hosts At Conference

HOUSTON. The 12th Annual Meeting of the Southern Industrial Development Council will be held in Houston, Texas, at the Shamrock-Hilton Hotel, October 27-29, inclusive. The Houston Chamber of Commerce Industrial Department will be host to the conference.

The Southern Industrial Development Council is an organization of men throughout the South, who are primarily engaged in the field of industrial development. The Council was formed in 1946 at Memphis when a small number of the industrial managers of the Chambers of Commerce of major Southern cities got together for the purpose of informally discussing their mutual programs and problems.

Today the Council numbers over 200 members in 16 states, from Maryland to Texas, representing Chambers of Commerce, state development agencies, banks and other financial institutions, private utilities, railroads, and similar interests.

Officers of the Southern Industrial Development Council for 1957 are: president, Thomas W. Finney, manager of the Dallas Chamber of Commerce Industrial Department; vice-president, Everett Tucker, Jr., manager of the Little Rock Chamber of Commerce Industrial Department; and secretary-treasurer, George I. Whitlatch, executive director of the Tennessee Industrial & Agricultural Development Commission, Nashville.

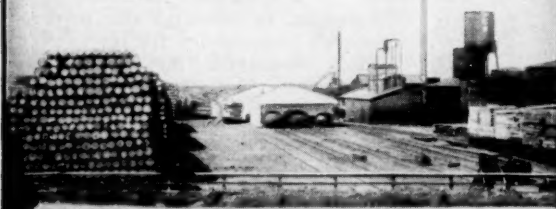
CREOSOTED

Piling, Poles, Lumber, Cross Arms,
Cross Ties

Also Penta- and Salt-Treated Lumber

Decay and Termite Proof

Docks for Ocean Vessels



American Creosote Works, Inc.

New Orleans, La.

Plants at New Orleans; Winnfield, La.; Louisville, Miss.;
Jackson, Tenn.

What's New In The South?

As official publication of the Southern Association
of Science and Industry, The **RECORD** provides
your best source of data on industrial trends and
opportunities in a booming 15-state region.



Please enter my subscription to

Manufacturers Record

Mail to North Atlanta 19, Georgia

☐ 3 years for \$7 ☐ 2 years for \$5

☐ 1 year for \$3

FIRM

NAME

TITLE OR POSITION

ADDRESS

TYPE OF BUSINESS

☐ Check enclosed ☐ Bill me ☐ Bill my firm



Westmoreland Coal Company



Stonega Coke and Coal Company



Page Coal and Coke Company
Crozer Coal and Land Company



PREMIUM ANTHRACITE

Product of Jeddo-Highland Coal Company
Hazle Brook

Genco Anthracites & Bituminous Coals

General Coal Company

123 SOUTH BROAD STREET PHILADELPHIA 9, PA.

Cable Address: GENCO

◀ Branches ▶

BLUEFIELD, W. VA.
CINCINNATI

BUFFALO
CLEVELAND

NEW YORK

CHARLOTTE, N. C.
IRWIN, PA.

NORFOLK

New Blue Book Publications Set For April

The Blue Book of Southern Progress, a major service offered annually since 1909 by Manufacturers Record, this year is being expanded in scope and coverage to make it even better and more useful. Currently being prepared, the 1957 edition will be distributed in late April or early May.

Through the years this publication has gained distinction as the South's leading economic and industrial reference source, and the newest edition is expected to enhance greatly the reputation achieved through nearly half a century of service.

Full of facts and figures detailing the progress of the region, the Blue Book is unique in being a comprehensive annual report on the South, as much of the data it contains is unavailable from any other source.

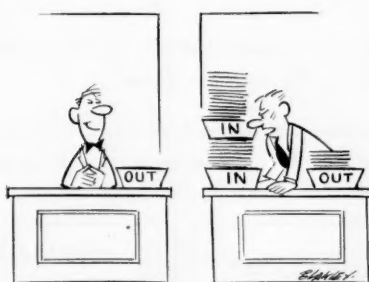
That is why the Blue Book has come to be regarded as the "bible" on the Southern economy. It is quoted in daily papers; governors make speeches from it, and countless business executives use it throughout the year for a variety of purposes.

In addition to other improvements, today's Blue Book is even more than a compilation of economic facts about the Southern States. In 1956 the publication was purchased by Conway Publications, and there was merged with it the Southern Industrial Directory, first issued by Conway in 1952.

Thus the Blue Book now carries, besides its usual content, a directory of major Southern manufacturers, indexed geographically and by product. A vital part of the directory is a classified index which serves as a guide to the purchase of industrial supplies and services in the South.

Another important step was taken in 1956 when the Blue Book was adopted as an official publication of the Southern Association of Science and Industry. Recognized as the South's foremost development body, SASI also serves the Southern Governors Conference as an official advisory body.

The guaranteed circulation of the Blue Book now stands at 15,000 copies,



"Hmmm, I think I see how you manage to keep your desk so clean, Anderson!"

a new high. And, indications are that the 1957 number will be the largest on record.

The Economic Review Section of the publication contains dozens of statistical tables, each providing a capsule of vital information concerning the level of activity in the 15 Southern states and for the region as a whole. Information is given for all major manufacturing industries, as well as for such activities as construction, life insurance and foreign trade.

In the State Section, the Blue Book carries a separate section on each Southern state, and each of these sections is designed to provide detailed information on the individual states similar to that provided for the entire region in the initial review section. Moreover, the section contains certain data not found in any other source.

Presented in the Buyers' Guide part of the book is a classified products index which is an excellent regional guide to industrial products and services in the South.

Altogether, the new Blue Book will make an important addition to the libraries of those concerned with and interested in the economy of the South.

Books and Reports

Who's Who in the South and Southwest, a biographical dictionary of noteworthy men and women in the Southern and Southwestern states. Marquis—Who's Who, Inc., Chicago 11, Illinois, 1,117 pp.

The 1957 Industrial Survey of Georgia, Georgia State Chamber of Commerce, Atlanta 3, Georgia, 40 pp.

Progress Report on Dresden Station, a design description of the Dresden Nuclear Power Station. General Electric Company, Atomic Power Equipment Department, San Jose, California, 25 pp.

Your Opportunities in Industry as a

Skilled Craftsman, National Association of Manufacturers, 2 East 48th Street, New York 17, New York, 30 pp.

North Carolina's Research Triangle, Department of Conservation and Development, Raleigh, North Carolina, 24 pp.

Story of Progress, 5th annual report of the Mississippi Manufacturers Association, 100 E. Pearl St., Jackson, Mississippi, 18 pp.

Sources of Capital for Small Business, by Julian Mason, vice president, First National Bank of Birmingham. Bureau of Business Research, University of Alabama, School of Commerce and Business Administration, Dec. 15, 1956, 8 pp.

New Dimensions in Transportation, American Waterways Operators, Inc., 1025 Connecticut Avenue, Washington 6, D. C., 48 pages.

United States Business Performance Abroad, the case study of the Firestone operations in Liberia. National Planning Association, 1606 New Hampshire Avenue, N.W., Washington 9, D. C., 115 pp., \$1.

Highway Research Abstracts, Highway Research Board of the National Academy of Sciences, National Research Council, Washington 25, D. C.; November, 1956, 22 pp.

Should You Be an Atomic Scientist? By Lawrence R. Hafstad. New York Life Insurance Company, 51 Madison Avenue, New York 10, New York, 10 pp.

Sampling, Grading and Cleaning Farmers' Stock Peanuts, by N. M. Penny, T. A. Elliott, J. J. Moder, Jr., and B. W. Carmichael. Georgia Institute of Technology, Engineering Experiment Station, Atlanta, Georgia, 44 pp.

Economic Resources: Development in the South and Southwest, by L. B. Raisey, vice president, Federal Reserve Bank of Atlanta; The Bureau of Business Research, College of Business Administration, University of Georgia, Athens, Georgia, 12 pp.

Industrial Directory of South Carolina, revised edition, State Development Board, Columbia, South Carolina, 194 pp.

Olin Mathieson Starts New Chemical Output

LAKE CHARLES, LA. Olin Mathieson Chemical Corporation announced that its Lake Charles plant operated by the Industrial Chemicals Division has commenced commercial production of unsymmetrical dimethylhydrazine. The plant also produces hydrazine hydrate, anhydrous hydrazine, and other hydrazine derivatives.

Unsymmetrical dimethylhydrazine is a strong reducing agent which is useful as an aviation fuel, oxygen scavenger, and anti-skinning agent in paints. It may also have value in the separation of acidic gaseous mixtures.

Olin Mathieson's hydrazine chemicals are being marketed through both its Industrial Chemicals Division and its High Energy Fuels Operation. The latter organization handles sales of the compounds for use as missile and aircraft fuels.

The Bulletin Board

"Cross-roads of the South"—the Bulletin Board section affords a meeting place for all those who are concerned with technological and industrial development in the Southern states.

Professional cards are sold in units measuring 1 5/8 inches wide by 3/4 inch deep. Rates are \$12 for one-time insertion or \$9 per insertion on a 12-time basis. Thus, a minimum card costs \$108 per year.

ROBERT AND COMPANY ASSOCIATES

Engineering Division

ATLANTA

DESIGN • MODERNIZATION STUDIES • APPRAISALS
MACHINERY LAYOUTS • AIR CONDITIONING
POWER PLANTS

PALMER & BAKER ENGINEERS, INC.

CONSULTING ENGINEERS — ARCHITECTS

Surveys—Reports—Design—Supervision—Consultation
Transportation and Traffic Problems
Tunnels—Bridges—Highways—Airports
Industrial Buildings
Waterfront and Harbor Structures
Graving and Floating Dry Docks
Complete Soils, Materials and Chemical Laboratories

MOBILE, ALA.

NEW ORLEANS, LA.

HARVEY, LA

SANDERSON & PORTER

CONSTRUCTION
REPORTS
SURVEYS

S&P

Frederic R. Harris, Inc.

CONSULTING ENGINEERS

Reports • Feasibility Studies
Evaluations • Designs
Port Development • Foundations
Highways and Bridges • Shipyards
Marine Structures • Floating Dry Docks
Graving Docks • Bulkheads • Piers
Wharves • Power Plants
Industrial Buildings

27 William Street New York 5, N. Y.
1915 Tulane Avenue New Orleans, La.

Parsons, Brinckerhoff, Hall & Macdonald

Engineers

Bridges, Highways, Tunnels, Airports,
Subways, Harbor Works, Dams, Canals,
Traffic, Parking and Transportation
Reports, Power, Industrial Buildings,
Housing, Sewerage and Water Supply.

51 Broadway New York 6, N. Y.

VIRGINIA ENGINEERING COMPANY, INC.

GENERAL CONTRACTORS

NEWPORT NEWS, VIRGINIA

BUILDING • HEAVY • HIGHWAY • UTILITIES



Ford, Bacon & Davis Engineers

CONSTRUCTION
MANAGEMENT

NEW YORK

APPRAISALS
REPORTS

CHICAGO : LOS ANGELES



Design • Construction
Modernization

THE RUST ENGINEERING CO.

RUST BUILDING • BIRMINGHAM, ALA.

PITTSBURGH
NEW YORK
WASHINGTON



Gustave M. Goldsmith

Consulting Engineer

General Structures
Plant Layout
Design—Investigation—Quantity Survey
1734 Bella Vista
CINCINNATI 37, OHIO

Hunting, Larsen & Dunnells

Engineers

Industrial Plants—Warehouses
Commercial Buildings—Steel and
Reinforced Concrete—Design and
Supervision—Reports
1150 Century Bldg., Pittsburgh 22, Pa.

Harrington & Cortelyou

Consulting Engineers

Frank M. Cortelyou
E. M. Newman F. M. Cortelyou, Jr.
Movable and Fixed Bridges of All Types.
Foundations, and Related Structures.
1004 Baltimore Kansas City 6, Mo.

DE LEUW, CATHER & COMPANY

Consulting Engineers

Transportation, Public Transit and
Traffic Problems

Industrial Plants Grade Separations
Railroads Expressways
Subways Tunnels
Power Plants Municipal Works

150 N. Wacker Drive, Chicago 6, Ill.
79 McAllister Street, San Francisco, Cal.

J. R. PREVETTE AND ASSOCIATES

Commercial Negotiators

"Specialists in Negotiating
Business Deals"
All Negotiations Confidential. Private
Surveys, Analyses and Investigations
conducted.
823 Professional Building
Charlotte 2, N. C.

FIRST RESEARCH CORPORATION

LARGEST BUSINESS CONSULTING FIRM IN THE SOUTHEAST

Management and Industrial Engineering •
Location Surveys • Transportation Analyses •
Economic and Financial Studies • Market Research
Outline of services and performance record on request.

186 S.W. 13th Street, Miami 36, Florida
Atlanta Washington, D. C. New York

WILEY & WILSON

CONSULTING ENGINEERS

Steam and Electric Distribution, Power Plants, Municipal Planning, Water Supply,
Sewerage, Sewage and Water Treatment, Incinerators, Streets and Pavements, and
Airports, Industrial Plants. Reports — Plans — Supervision

Main Office
620 Court Street
Lynchburg, Virginia

Branch Office
711 West Main St.
Richmond 20, Virginia

Classified Ads

The rate for classified ads is \$15.40 per column inch. Minimum order is one-half inch, which gives six lines of six-point type. Advance proofs not submitted. No frequency discounts.

BUSINESS OPPORTUNITIES



MOTORS • GENERATORS
TRANSFORMERS
NEW • REBUILT
WORLD'S LARGEST
INVENTORY

ELECTRIC EQUIPMENT CO.
Phone Station Collect GL 3-6783
P. O. Box 51, Rochester, New York

A BOUNCE FOR THE SOUTH

The first plant in the South for the production of mechanical springs for industry has been established at Covington, Ga. Knowledge gained in more than 25 years of experience is at the disposal of southern manufacturers in assisting to solve their spring problems. Your inquiries are invited and appreciated.

SOUTHERN STATES SPRING COMPANY
COVINGTON, GEORGIA

FROM STOCK IMMEDIATE SHIPMENT STRUCTURAL WIDE FLANGE BEAMS ASTM-A-7

400 TONS 10" x 5 3/4" x 21 # x 40'

200 TONS 12" x 6 1/2" x 27 # x 40'

PRICE: \$12.60 per cwt., net

All extras included

FOR QUICK ACTION

WRITE OR WIRE

MR. Box 54-101, Conway Bldg.,
North Atlanta 19, Ga.

To Pick The Right Spot:

You need the best available information concerning plant location factors. And your best reference in this complex field is the annual SITE SELECTION HANDBOOK edition of *INDUSTRIAL DEVELOPMENT*. The first number, issued recently, provides 220 pages of authoritative data concerning expansion planning, establishing specifications for your plant, assembling site proposals, and making the final location decision. Your check for three dollars will cover not only the cost of the HANDBOOK, but also a one-year subscription to *INDUSTRIAL DEVELOPMENT*.

Conway Publications
North Atlanta 19, Georgia

in May*



* The 48th annual BLUE BOOK OF SOUTHERN PROGRESS edition will be mailed to readers of MANUFACTURERS RECORD. And now's the time to make sure your firm is properly represented in the directory section. Moreover, every firm selling to Southern industry should reserve advertising space in the new catalog section. For details, write Guy H. Tucker,

CONWAY PUBLICATIONS
NORTH ATLANTA 19, GA.

ADVERTISERS IN THIS ISSUE

—A—		—N—	
Allied Chemical & Dye Corp., General Chemical Division	Second Cover	Nashville Bridge Co.	22
Agency—Atherton & Currier, Inc.		Direct	
American Creosote Works, Inc.	60	—P—	
Direct			
American Telephone & Telegraph Co.	4	Palmer & Baker Engineers, Inc.	62
Agency—N. W. Ayer & Son, Inc.		Direct	
Atlantic Steel Co.	1	Parsons, Brinckerhoff, Hall & Macdonald	62
Agency—Lowe & Stevens		Direct	
—C—		J. R. Prevette & Associates	62
Central Scientific Co.	6	Direct	
Agency—Marsteller, Rickard, Gebhardt & Reed, Inc.		—R—	
Charlotte (N. C.) Chamber of Commerce	50	Robert & Co. Associates	62
Agency—Bennett Advertising, Inc.		Agency—Liller, Neal & Battle	
Connors Steel Division, H. K. Porter Co., Inc.	27	Rust Engineering Co.	62
Agency—Robert Luckie & Co., Inc.		Agency—Robert Luckie & Co.	
Crispin Co.	9	Joseph T. Ryerson & Son, Inc.	58
Agency—Goodwin-Dannenbaum Adv.		Agency—Calkins & Holden, Inc.	
—D—		—S—	
DeLeuw, Cather & Co.	62	Sanderson & Porter	62
Direct		Agency—Calkins & Holden	
Diamond Mfg. Co.	2	Sand Springs Home Interests	3
Agency—Frederick B. Garrahan		Agency—Gibbons Advertising, Inc.	
—F—		The Southern Co.	12, 13
First Research Corp.	62	Agency—Liller, Neal & Battle	
Direct		Southern Lightweight Aggregate Corp.	21
Ford, Bacon & Davis, Inc.	62	Agency—Cabell Eanes, Inc.	
Agency—Victor A. Smith Advertising		—U—	
—G—		U. S. Pipe & Foundry Co.	18, 19
General Coal Co.	60	Agency—H. B. Humphrey, Alley & Richards	
Agency—Aitken-Kynett Co.		—V—	
Gustave M. Goldsmith	62	Hyman Viener & Sons	3
Direct		Direct	
—H—		Virginia Engineering Co.	62
Harrington & Cortelyou	62	Direct	
Direct		—W—	
Frederic R. Harris, Inc.	62	West Engineering Co.	2
Direct		Agency—Advertising Associates, Inc.	
Hunting, Larson & Dunnells	62	Wiley & Wilson	62
Direct		Direct	
—M—		Wisconsin Motor Corp.	9
R. C. Mahon Co.	4th Cover	Agency—Paulson & Gerlach Assoc., Inc.	
Agency—Anderson, Inc.			



Colonel M. R. Says

Get Even

In Miami an airplane flies over Hialeah race track with streamer suggesting: "Get even tonight at the Jai-Alai matches." At another point in Florida a road sign says: "Keep Florida green—bring money."

Thought of Home

George Littlefield was in Chicago when he overheard a comment which made him homesick for Atlanta. "They're not really fixing the streets in Chicago," a citizen declared, "they're just moving the holes around so the motorists can't memorize them."

Strike it Rich

A Houston oil man went to his dentist for an examination. The dentist looked into the Texan's mouth and said, "Perfect, man, perfect! You don't need a thing."

"Well, drill anyway, doc," the patient said, "I feel lucky this morning."

Stay Young

The First Research Corporation, which has offices in Miami and New York, supplies the following six points on how to stay young.

1. Avoid fried meats which angry up the blood.

2. If your stomach disputes you, lie down and pacify it with cool thoughts.

3. Keep the juices flowing by jangling around gently as you move.

4. Go very lightly on the vices, such as carrying on in society. The social ramble ain't restful.

5. Avoid running at all times.

6. Don't look back. Something might be gaining on you.

First Research credits this potent formula to the venerable baseball player, Satchel Paige.

Firm Stand

He was known as a brave politician who would state his view on anything, even if he had never considered an issue before being questioned about it. Definitely, he was not a "no comment" man. So, in true form during a recent campaign, he was asked what he thought should be done about the controversial Taft-Hartley Bill. In his usual unruffled way, he said firmly: "By all means, it should be paid."

★ THE SOUTH'S HONOR ROLL ★

HERE ARE THE FAR-SIGHTED FIRMS AND INSTITUTIONS WHICH HAVE JOINED FORCES TO SUPPORT THE SASI PROGRAM FOR THE BENEFIT OF ALL THE CITIZENS OF THE REGION

INSTITUTIONAL MEMBERS

Ala. Dept. of Agri. & Ind., Montgomery
Anniston Chamber of Commerce, Anniston, Alabama
Auburn Research Foundation
Bureau of Business Research, University of Texas, Austin
Carroll County Industrial Dept., Huntingdon, Tenn.
Duke University
Emory University
Fla. Development Commission, Tallahassee
Howard College
Ky. Agri. & Ind. Dev. Bd., Frankfort
Kentucky Research Foundation
SAMUEL KRESS FOUNDATION
La. Dept. of Commerce & Industry
Medical College of Virginia
Mississippi State College
Miss. State Game & Fish Comm., Jackson
N. C. Dept. of Cons. & Development
N. Miss. Industrial Devel. Assn.
Oak Ridge Inst. of Nuclear Studies
Oklahoma A & M College
Oklahoma City Chamber of Commerce
Geo. Peabody College
EDGAR STERN FAMILY FUND, New Orleans
Tulane University
University of Alabama
University of Florida
University of Miami
University of Mississippi
University of Oklahoma
University of Tampa
Va. Div. of Planning & Economic Devel.
Va. Polytechnic Inst., Blacksburg

INDUSTRIAL MEMBERS

ALABAMA POWER CO., Birmingham
Alamo Plaza Hotel Courts, Dallas
Albany Oxygen Co., Albany, Ga.
IVAN ALLEN CO., Atlanta
ALLIED CHEMICAL & DYE CORP., New York
A. S. Aloe Co., St. Louis
AMERICAN CAST IRON PIPE CO., Birmingham
American Conditioning House, Boston, Mass.
American Enka Corp., Enka, N. C.
AMERICAN NAT'L. BANK, Mobile
AMERICAN TOBACCO CO., Richmond
American Trust Co., Charlotte, N. C.
Arthur Anderson & Co., Atlanta
H. Reeve Angel & Co., New York
The Anniston Star, Anniston, Ala.
Appalachian Electric Power Co., Roanoke
Asheville Citizens-Times Co., Asheville, N. C.
Atlantic Greyhound Corp., Charleston, West Virginia
Atlantic Research Corp., Alexandria, Va.
John M. Avent & Associates, Inc., Atlanta
Babcock & Wilcox Co., Atlanta, Ga.
The Bank of Georgia, Atlanta
A. M. Barlow, Realtor, Wildwood, Fla.
Barnes, Askwew, Mills & Co., Atlanta
BIRMINGHAM TRUST NATIONAL BANK, Birmingham
Blscayne Chemical Laboratories, Inc., Miami
Cabot Carbon Company, Gainesville, Fla.
Cameron & Barkley Co., Charleston
Carbide & Carbon Chemical Corp., N. Y.
Cardinal Products, Inc., Durham
Carolina Ford Tractor Co., Charlotte
Carolina Power & Light Co., Raleigh
Celanese Corp. of America, Bishop, Texas
Central of Georgia Railway Co., Atlanta
CENTRAL LOUISIANA ELECTRIC CO., INC., Lafayette, La.
The Chattanooga Times, Chattanooga
The Chemstrand Corp., Decatur, Ala.
THE CITIZENS & SOUTHERN NATIONAL BANK, Atlanta
CITIZENS & SOUTHERN NATIONAL BANK, Columbia
THE COCA-COLA COMPANY, Atlanta
Columbia-Southern Chemical Corp., Lake Charles, La.
Combustion Engineering-Superheater, Inc., Chattanooga
Commercial National Bank, Daytona Beach
Continental Productions Corp., Chattanooga

* Italic face type indicates sustaining members.

CONTINENTAL TURPENTINE & ROSIN CORP., Laurel, Miss.

Corning Glass Works, Harrodsburg, Ky.
W. H. Curtin Co., New Orleans
Davison Chemical Corp., Baltimore
DeBardeleben Coal Corp., Birmingham
Dinkler-Tutwiler Hotel, Birmingham
Dow Chemical Company, Atlanta
Dow Chemical Co., Texas Div., Freeport
E. I. DUPONT DE NEMOURS & CO., INC., Wilmington
Elmco Corp., Birmingham, Ala.
Employers Insurance Co. of Alabama, Birmingham
Ernst & Ernst, Atlanta
ETHYL CORPORATION, Baton Rouge
Evening Post Publishing Co., Charleston
Experiment, Inc., Richmond
Fernwood Industries, Fernwood, Miss.
First Research Corp. of Florida, Miami
FIRST NATIONAL BANK, Atlanta
FIRST NAT'L BANK OF BIRMINGHAM
FIRST NATIONAL BANK, Leesburg, Fla.
Fisher Scientific Co., Silver Spring, Md.
Florida Power Corporation, St. Petersburg
Florida Power and Light Company, Miami
Florida Realty Letter, Miami
Fla. State Chamber of Commerce, Jacksonville
The Florida Times-Union, Jacksonville
Floridin Co., Tallahassee, Fla.
L. B. Foster Co., Atlanta
FULBRIGHT LABORATORIES, INC., Charlotte
FULTON NATIONAL BANK OF ATLANTA
General Motors Corp., Doraville, Ga.
General Adhesives Co., Nashville, Tenn.
GEORGIA POWER COMPANY, Atlanta
GRIFFIN GROCERY CO., Muskogee, Okla.
Gulf, Mobile & Ohio R. R. Co., Mobile
Gulf Oil Co., Atlanta
Gulfport Fertilizer Co., Gulfport, Miss.
GULF POWER COMPANY, Pensacola
HARSHAW CHEMICAL CO., Cleveland
Hercules Powder Co., Inc., Wilmington
Hudson's Dept. Store, Anniston
Ideal Fishing Float Co., Inc., Richmond
Ingalls Shipbuilding Corp., Pascagoula, Miss.
INTERNATIONAL BUSINESS MACHINES CORP., New York
JEFFERSON ISLAND SALT CO., Louisville, Ky.
KERR-MCGEE OIL INDUSTRIES, INC., Oklahoma City
Kewaunee Mfg. Co., Adrian, Mich.
KIMBLE GLASS CO., SUBSIDIARY OF OWENS-ILLINOIS GLASS CO., Toledo
Kinston Free Press Co., Inc., Kinston, N. C.
Koppers Co., Port Arthur, Texas
Kraft Equipmt. Co., Savannah
Labline, Inc., Chicago
LAUREL OIL AND FERTILIZER CO., Laurel, Miss.
Law & Co., Atlanta
Lawyers Title Insurance Co., Richmond
Liggett & Myers Tobacco Co., Durham, N. C.
Lillier, Neal and Battle, Atlanta
Lion Oil Company, El Dorado
Long-Lewis Hardware Co., Bessemer, Ala.
Louisiana Power & Light Co., New Orleans
Louisville and Nashville Railroad Co., Louisville
Masonite Corp., Laurel, Miss.
McCall Manufacturing Co., Easley, S. C.
MEMPHIS PUBLISHING CO., Memphis
Merchants National Bank, Mobile
Metal-Katcher Co., Louisville
Miller and Rhoades, Inc., Richmond
Minis & Co., Savannah
Mississippi Chemical Corp., Yazoo City
MISSISSIPPI POWER CO., Gulfport
MISSISSIPPI POWER & LIGHT CO., Jackson
MISS. VALLEY GAS CO., Jackson
Monsanto Chemical Co., Anniston
Monsanto Chemical Co., Texas City, Tex.
Nashville, Chatt. & St. R. R. Co., Nashville
National Brands, Gulfport, Miss.
Nat'l Fruit Produce Co., Winchester, Va.
Ness Sanitary Wiper Co., Asheville, N. C.
Newman, Lynde & Associates, Inc., Jacksonville

NEW ORLEANS PUBLIC SERVICE, INC., New Orleans

Newport Industries, Inc., Pensacola, Fla.
Newport News Shipbuilding & Drydock Co., Newport News, Va.
The News & Courier Co., Charleston
Norfolk and Western Railway Co., Roanoke, Virginia
Oklahoma Gas & Electric Co., Okla. City
PEMCO CORP., Baltimore
Philip Morris Co., Ltd., Richmond, Va.
PHIPPS & BIRD, INC., Richmond
PLANTATION PIPE LINE CO., Atlanta
Powhatan Mining Co., Baltimore, Md.
Wm. P. Poythress & Co., Richmond
The Progressive Farmer, Raleigh
RALSTON PURINA COMPANY, St. Louis
Reynolds Metals Co., Arkadelphia, Ark.
Richards & Assoc., Inc., Carrollton, Ga.
Rittenbaum Bros., Atlanta
Riverside Oil Mills, Marks, Miss.
A. H. Robins Co., Richmond
RUST ENGINEERING CO., Birmingham
SAVANNAH SUGAR REFINING CORP., Savannah
Seaboard Air Line R. R. Co., Norfolk
SEARS ROEBUCK & CO., Atlanta
Shell Chemical Corp., Atlanta
Shenandoah Life Ins. Co., Roanoke
Sherwood Refining Co., Gretna, La.
Smith-Douglas Co., Inc., Norfolk
Snively Groves, Inc., Winterhaven, Fla.
SONOCO PRODUCTS CO., Hartsville, S. C.
SOUTH CAROLINA ELECTRIC & GAS CO., Columbia
South Carolina Natl. Bank, Columbia
South Fla. Test Service, Miami
Southdown Sugars, Inc., Houma, La.
Southeastern Clay Co., Alken, S. C.
SOUTHERN BELL TEL. & TEL. CO., INC., Atlanta
Southern Natural Gas Co., Birmingham
SOUTHERN STATES EQUIPMENT CORP., Hampton, Ga.
Southland Co., Yazoo City, Miss.
Southland Paper Mills, Inc., Lufkin, Texas
John F. Spear & Associates, Atlanta
STATE PLANTERS BANK & TRUST CO., Richmond, Va.
Tampa Electric Co., Tampa
Taylor & Caldwell, Inc., Walkerton, Va.
TELLEPSSEN CONSTRUCTION CO., Houston
TENNESSEE COAL & IRON, Fairfield, Ala.
Tennessee Corp., College Park
Tennessee Corp., New York
Tenn. Light and Power Co., Springfield, Tenn.
Tenn. Products & Chemical Corp., Nashville
Texas Foamed Plastic Corp., Gonzales, Tex.
Texas Gulf Sulphur Co., New Gulf, Texas
The Thomas Ala. Kaolin Co., Baltimore
Times-World Corp., Roanoke
TRUST COMPANY OF GEORGIA, Atlanta
Union Bag & Paper Corp., Savannah
UNION PLANTERS NATIONAL BANK, Memphis
UNION TRUST CO. OF MARYLAND, Baltimore
United Gas Pipe Line Co., Shreveport
Utilities Construction Co., Charleston, S. C.
Virginia-Carolina Chemical Co., Richmond
VIRGINIA ELECTRIC & POWER CO., Richmond
R. A. Wade, Chattanooga
West Point Mfg. Co., Shawmut, Ala.
West Va. Pulp & Paper Co., Charleston
WESTERN ELECTRIC COMPANY, Winston-Salem, N. C.
WHITNEY NATIONAL BANK OF NEW ORLEANS
Will Corp. of Georgia, Atlanta
Wilson Paper Box Co., Richmond
Wise Motor Co., Hazlehurst, Miss.
WOLVERINE TUBE, Decatur, Ala.
Zep Manufacturing Company, Atlanta, Ga.

AFFILIATED ORGANIZATIONS

Alabama Academy of Science
Arkansas Academy of Science
Florida Academy of Science
Georgia Academy of Science
Mississippi Academy of Science
N. C. Academy of Science
Oklahoma Academy of Science
Tennessee Academy of Science
Virginia Academy of Science

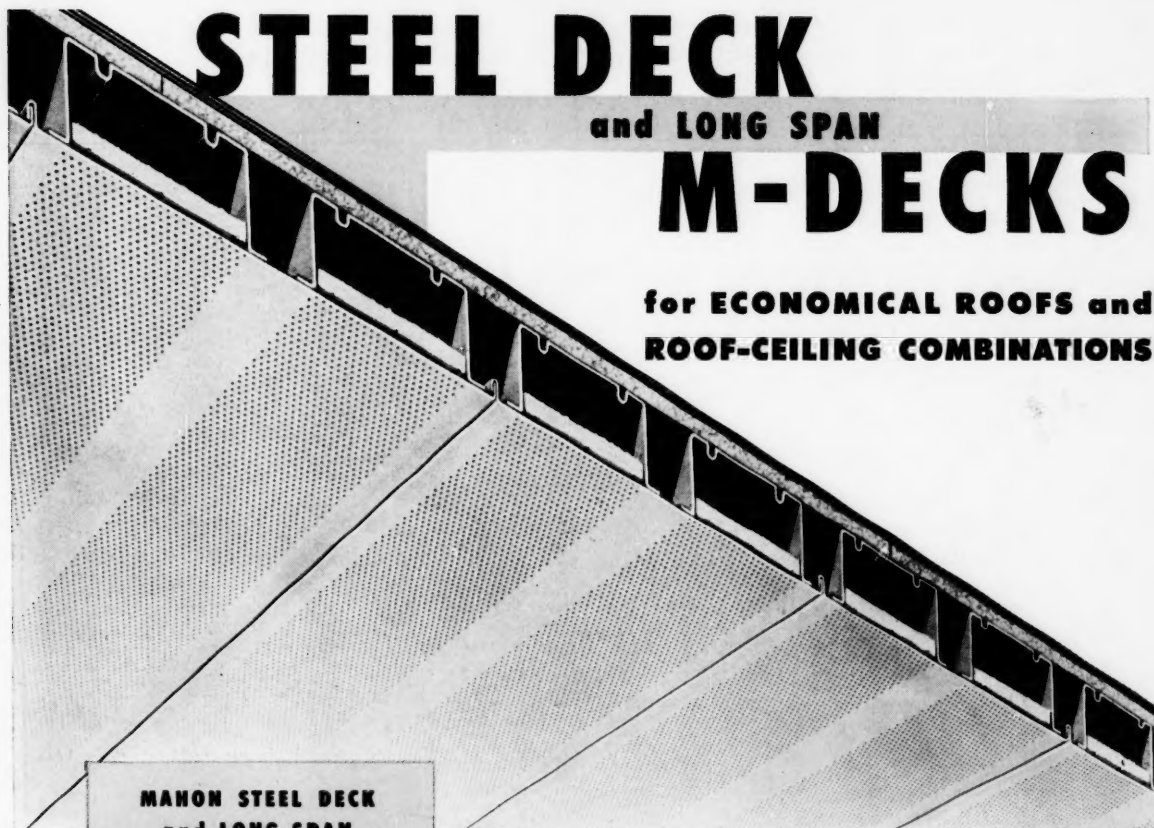
NOTE: Any firm doing business in the South is eligible for membership in the Southern Assn. of Science and Industry. For detailed information and membership application blank contact SASI Headquarters, Conway Bldg., North Atlanta 19, Ga.

STEEL DECK

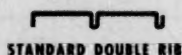
and LONG SPAN

M-DECKS

for ECONOMICAL ROOFS and
ROOF-CEILING COMBINATIONS



MAHON STEEL DECK and LONG SPAN M-DECK SECTIONS



STANDARD DOUBLE RIB



WIDE-FLANGE DOUBLE RIB

MAHON ACOUSTI-STRUCTURAL LONG SPAN M-DECK SECTIONS



PERFORATED AREAS
SECTION M2SR (Acoustical)



PERFORATED AREAS
SECTION M2 (Acoustical)



PERFORATED AREAS
SECTION M3 (Acoustical)



PERFORATED AREAS
SECTION M3R (Acoustical)

M-DECKS Serve as the Structural Unit, the Interior Finish Material and Acoustical Treatment—all in One Package!

Mahon Long Span M-Deck Sections are ideal for roof construction in such structures as auditoriums, churches, armories, sports arenas and other buildings where rigid frame construction or exposed trusses are employed. M-Decks span from wall-to-wall or from truss-to-truss . . . no purlins are required. This arrangement produces a neat, continuous flat metal ceiling surface—all of which can be perforated and acoustically treated. If recessed lighting is desired, Mahon Troffer Sections can be included in this type of roof-ceiling construction in any ratio to meet specific lighting requirements. All Mahon Long Span M-Deck Sections can be furnished with bottom metal perforated and sound absorbing material inserted to provide an excellent acoustical ceiling . . . noise Reduction Coefficients range up to .85 in Mahon Sections recommended for this use. Mahon M-Deck Sections and Acoustical and Troffer Sections are roll-formed from Galvanized, Structural Quality Steel. Exposed surfaces in roof-ceiling construction can be readily painted to match or harmonize with any interior decor. Some of these Mahon Sections do not appear in the current Sweet's Files. Why not have a Mahon sales engineer call and bring you up to date on new Mahon products now available for Floor, Roof and Roof-Ceiling Construction.

THE R. C. MAHON COMPANY • Detroit 34, Michigan
Sales-Engineering Offices in Detroit, New York and Chicago • Representatives in Principal Cities

Manufacturers of Steel Roof Deck and Long Span M-Decks; Acoustical and Troffer Forms; Electrified M-Floors; Insulated Metal Curtain Walls; Rolling Steel Doors, Grilles and Underwriters' Labeled Automatic Rolling Steel Fire Doors and Fire Shutters.

MAHON